



OPTIMA Batteries True Blue Rewards Program 2011 Official Rules

OPTIMA Batteries is sponsoring a number of fishing events in 2011. An official list of events can be found at www.optimabatteries.com/trueblue. In each of these events, OPTIMA will offer an incentive program to the participating teams. In each event, the top finishing team that fulfills specified OPTIMA contingency criteria will be eligible to receive an incentive prize from OPTIMA. The prize is different for each event and will be communicated to the teams via the True Blue page on the OPTIMA Batteries website (www.optimabatteries.com/trueblue) and at the rules meeting prior to each event.

In order to be eligible for this prize at any event, the winning team must:

- Be the top finishing team that fulfills all contingency criteria. In the case of a tie, the prize will be split between the tied teams.
- Display a company-provided OPTIMA Batteries decal on the boat during the entire event. Decal must be displayed appropriately above the waterline on either side of the boat, on the back of the main outboard engine or on the driver side windshield.
- Participate in a boat for the entire competition that uses only OPTIMA batteries in the boat. No other brand of deep cycle or cranking battery is allowed on board at any time for any reason.
- Have the tournament director inspect boat for compliance with the two criteria above, validate the winning claim and sign the official True Blue Rewards Prize Form (provided by OPTIMA).
- **Be current members of OPTIMA Batteries' Power Pack Nation. Membership must be valid prior to the beginning of the event and all team members applying for rewards must be members. Participants can sign up for this free membership at www.powerpacknation.com. This is a new requirement for 2011.**
- Within 10 days of the end of the tournament, send the following items to:
OPTIMA True Blue Rewards, Dig Communications, 549 W. Randolph, Suite 201, Chicago, IL 60661
 1. The True Blue Rewards Prize Form signed by the tournament director including the e-mail used to sign-up for Power Pack Nation citizenship
 2. A photo of both team members wearing OPTIMA hats (hats provided by OPTIMA) and holding the Winners' Certificate. NOTE: Winners of PAA PayDay events must only send a photo of team members as well as a photo of batteries in the boat
 3. A written testimonial about how the performance of OPTIMA Batteries contributed to the team or individual's success

OPTIMA Batteries reserves the right to refuse payment if one or more of these criteria are not fulfilled. All decisions by OPTIMA Batteries representatives are final. Open only to U. S. citizens who will be 18 years of age or older at the time

the tournament starts. Prize will be in the form of a check mailed to the winner within 20 days of the end of the tournament. In the case of a team prize, a check for half the total will be sent to each of the team members. Winners are responsible for all federal, state and local taxes. By accepting the prize: 1) winners hereby consent to the use of their names, voices and/or likenesses by the Sponsor, for advertising purposes without additional compensation unless otherwise prohibited by law, and 2) winners agree to release and hold harmless Sponsor and it's respective parents, partners, affiliates, subsidiaries, officers, agents, employees, advertising agencies and all others associated with the development and execution of the Promotion from and against any and all liability with respect to or in any way arising from the Sweepstakes and/or use of the prize(s), including, without limitation, liability for personal injury, damage or loss, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss of any direction; participation in the tournament or in any activity from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any prize. If the stated prize becomes unavailable for any reason, OPTIMA reserves the right to substitute a prize of equal or greater value. **Void where prohibited.**

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