

OFFICIAL RULES FOR HIGHER GROUND PASS GIVEAWAY

NO PURCHASE NECESSARY. VOID WHERE TAXED, PROHIBITED OR RESTRICTED BY LAW.

Sweepstakes open only to legal residents of Minnesota and Wisconsin.

Timing: 7/15/08 - 8/10/08

1. ELIGIBILITY: Open only to individuals 18 years of age or older at time of entry. Employees of Fishing For Life, their affiliates, advertising and promotional agencies and the immediate families or those living in the same household of such employees are not eligible to enter or win. All federal, state and local laws and regulations apply. Void where prohibited by law.

2. HOW TO ENTER: There are three ways to participate:

1. Contribute \$25.00 or more online to the Fish-A-Thon to support Urban Ministry
2. Mail in a check of \$25.00 or more made payable to "Fishing For Life" to PO Box 19320, Minneapolis, MN . *Contributions must be postmarked by 8/09/08 for drawing.*
3. Hand-print your name, address, city, state, zip code, day and evening phone numbers and the words "Fishing For Life Higher Ground Sweepstakes" on a 3" x 5" Card to: Fishing For Life, 3015 13th Ave S. Minneapolis, MN 55407. *Entries must be postmarked by 8/09/08 for drawing.*

Odds of winning are dependent on the number of entries received. Up to one write-in entry per person is allowed by mail each week. Mechanical reproductions of 3" x 5" card entries are prohibited and will void all entries by that entrant. Entrants assume all risk of lost, late, incomplete, illegible, stolen, undelivered or misdirected entries.

3. SELECTION PROCESS: The following selection process will be performed. All entries will be transposed to 3 X 5 index cards. On August 10th one card will be drawn at random from all entries to determine the winner of the Higher Ground passes.

4. PRIZE DESCRIPTION: There will be a total of four (4) ADMISSION PASSES for free admission to Higher Ground to be distributed to one (1) winner.

5. HOW TO CLAIM PRIZES: Potential winner will be notified by postal mail, telephone, email or other method determined by Fishing For Life. Winners will be required to fill out appropriate paperwork provided by Fishing For Life prior to receiving prize. Prize will be forfeited and an alternative winner will be drawn if paperwork is not timely received within five (5) calendar days of drawing in order to insure prize is used by August 15th. Winner is responsible for all applicable taxes.

6. VERIFICATION: All prize claims are subject to verification by Fishing For Life or its affiliates. All materials submitted become the property of Fishing For Life and will not be returned.

7. GENERAL CONDITIONS: By participating, participants agree (a) to be bound by these Official Rules; (b) that the decisions of Fishing For Life are final on all matters relating to this promotion; (c) to grant Fishing For Life the right to publish their proper name, likeness, city and state both online and in print, or in any other media, in connection with the Sweepstakes, except as prohibited by law. The potential winner will be sent via United States Postal Mail and/or overnight mail an Affidavit of Eligibility and any additional forms required for tax purposes. These forms must be completed, signed, notarized and returned to the Administrator within seven (7) calendar days of receipt. If verified as eligible and in compliance with the Official Rules, the potential winners then, and only then becomes the "Winner." If a potential winning entrant of any prize cannot be contacted; is ineligible; fails to claim the prize; is unwilling or unable to accept prize; if the Prize Notification is returned undeliverable; or if the potential winner otherwise fails to fully comply with these official rules, he/she will forfeit that prize and the prize will be awarded to an alternate potential winner.

By accepting the prize, the Winner agrees to release and hold harmless Fishing For Life, their parents, affiliates, subsidiaries, advertising and promotion agencies and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, loss or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of the prize, participation in any Sweepstakes or prize use related activity, or participation in this Sweepstakes.

Fishing For Life is not responsible for entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected. All incomplete or non-conforming entries will be disqualified. If for any reason this Sweepstakes is not executed as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Fishing For Life that corrupt or affect the security, administration, fairness, integrity or proper conduct of this Sweepstakes, or if this Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Fishing For Life reserves the right to terminate this Sweepstakes. If this Sweepstakes is terminated before the original end date, Fishing For Life will select winners by random drawing from among all eligible entries received as of the termination date. Fishing For Life reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with the entry process or who enters using any automatic or programmed entry duplication method. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY CORRUPT THIS SWEEPSTAKES, OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, FISHING FOR LIFE RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

8. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF MINNESOTA. As a condition of participating in this Sweepstakes, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Minnesota having jurisdiction.

9. WINNER'S LIST: For the names of the winner send a self-addressed stamped envelope for receipt by 9/30/08 to: **Fishing For Life HIGHER GROUND SWEEPSTAKES – Winner List Request** at 3015 13th Ave S. Minneapolis, MN 55407