

The Sportsman Channel/Illusion Systems Turkey Call Giveaway

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN CONTEST. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. This sweepstakes begins at 12:01am (ET) on April 7th, 2008 and ends at 11:59 pm (ET) on June 1st, 2008. Sponsored by Illusion Systems LLC , P.O. Box 6915 Rochester, MN 55903 and The Sportsman Channel, Inc 2855 S. James Drive, New Berlin WI 53151. . (Hereinafter known as Sponsors)

2. No purchase necessary. To enter, log onto www.thesportsmanchannel.com and click on the news and events link, then click on the contests and giveaways link and enter for a chance to win via the “contest” page on The Sportsman Channel website, whose decisions will be final. Enter your name, phone number and address on the contest page. The Sportsman Channel, nor any of their subsidiaries, affiliates, officers, directors, employees, and agents (collectively, “Company”) is responsible for lost, illegible, mutilated, late, misdirected, or incomplete entries.

3. The potential winner will be selected in a random drawing conducted on every Monday through June 1st, 2008 by The Sportsman Channel. The potential winner will be notified by phone and/or email. Two attempts will be made to notify the potential winner via telephone/email. In the event the potential winner cannot be contacted after two attempts, the potential winner will be disqualified and an alternate winner in a random drawing from the remaining eligible entries will be selected. This process will continue until a potential winner is contacted via telephone/email. Telephone calls/emails will be made after 9:00 am (ET) but no later than 6:00 pm (ET) each day until a winner is determined but no later than December 24th, 2007. The winner is required ATTN:o complete an Affidavit of Eligibility and Release of Liability/Publicity, where permitted by law, on the day of acceptance or the prize will be forfeited and awarded to an alternate winner.

4. Grand Prizes: Eight (8) The Fredrick Champions Choice Mouth Calls. By entering this promotion, each potential winner who is selected in the drawing consents to The Sportsman Channel conducting a background check to confirm eligibility. The approximate retail value (“ARV”) of the Grand Prize is \$20. The Grand Prize is not transferable and is not redeemable for cash. The odds of winning the Grand Prize depend on the number of eligible entries received. Prize Winner is solely responsible for all Federal, State, and local taxes on prizes, and for any travel and other expenses not specified as prizes. Prizes are nonrefundable for cash and non-changeable once issued. If lost, they will not be replaced. Prize Winner cannot assign or transfer its prize to another person and is not entitled to cash in place of the prize. Sponsor in its sole discretion may substitute cash or a different prize of approximately equivalent retail value. Prize Winner may be issued an IRS Form 1099 for the ARV of any awarded prize.

5. The sweepstakes is open to residents of The United States of America, Canada or Mexico sixteen (16) years of age or older at the time of entry. Employees of The Sportsman Channel and Illusion Systems LLC their affiliated companies, agents, advertising, and promotion agencies, their employees and the immediate family members of each of the aforementioned are not eligible to enter. The term “immediate families” includes spouses, parents, grandparents, siblings, children, and grandchildren. Entries become property of the Company and will not be returned. The sweepstakes is void where restricted or prohibited by law.

6. By entering the sweepstakes and accepting the prizes, the winner consents to the use of his/her name, likeness and photograph by The Sportsman Channel and Illusion Systems LLC in any manner (except prohibited by law) without additional compensation.

7. Each participant agrees to release, discharge, indemnify and hold harmless the Sponsors, its parent company, and their affiliates, subsidiaries, advertising and promotion agencies, including all of their respective employees, directors, officers, shareholders & agents from any & all claims or liability in connection with participation in this promotion or acceptance or use of any prize including, without limitation, any travel or activity related thereto. Sponsor and its representatives, agencies and employees are not responsible for bodily harm to the winner and are not responsible for any liabilities arising directly or indirectly from the award or use of the prize. Sponsor reserves the right at its sole discretion to disqualify any individual found to be tampering with the entry process or the operation of this Sweepstakes, acting in violation of these Official Rules or acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or the like entry methods will void all such entries by such methods, and disqualify any entrant using any such method.

ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE RELATED TO THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

8. Sponsors are not responsible for any incorrect or inaccurate information, whether caused by any technical or human error which may occur in the processing of submissions or selection of the winner in this Sweepstakes. In the event that this Sweepstakes is challenged by any legal or regulatory authority, Sponsor reserves the right to discontinue or modify this Sweepstakes, or to disqualify participants residing in any affected geographic areas. In such event, Sponsors shall not have any liability to any participants who are disqualified as a result of such an action.

9. IN NO EVENT WILL SPONSORS, ITS RESPECTIVE PARENT ENTITIES, AFFILIATES, SUBSIDIARIES OR RELATED COMPANIES, ADVERTISING OR PROMOTION AGENCIES OR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY

DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR PARTICIPATION IN THIS SWEEPSTAKES, OR ANY PRIZES WON. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. Contestants may receive the winner's names after the contest by sending a self-addressed stamped envelope to The Sportsman Channel, 2855 S. James Dr., New Berlin WI 53151 on or after June 1st, 2008.