

Section One: Official Rules of Play

Use: Posted on the AntlerMax.com website and mailed by request.

2011 PURINA WILDLIFE SERIES SWEEPSTAKES

Official Sweepstakes Rules

1. Sweepstakes Overview, Area & Term.

NO PURCHASE NECESSARY TO ENTER OR WIN THE SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Welcome to the 2011 Purina Wildlife Series Sweepstakes (“Sweepstakes”), sponsored by Land O'Lakes Purina Feed LLC (“Sponsor”), offering to eligible Participants the chance to win the Grand Prize: One (1) Stealth Night Hawk Electric Utility Vehicle, worth an approximate retail value (“ARV”) of \$14,999, or the First Prize: Three (3) tons of Purina AntlerMax® Deer Feed, worth an ARV of \$1,300, as more fully described and subject to the terms and conditions specified in these Official Sweepstakes Rules. The Sweepstakes entry period commences on May 1, 2011 (12:00:01 a.m. CST) and continues through and including December 31, 2011 (11:59:59 p.m. CST) (“Sweepstakes Term”). This Sweepstakes includes the United States and the District of Columbia but is void in the State of New York.

Participation in the Sweepstakes is only available to individual legal residents of the United States, except for residents of the State of New York, who are at least eighteen (18) years of age at the time of the entry (together with all other eligibility and participation criteria as specified herein, a “Participant”). Employees, contingent staff persons, officers, and directors of Sponsor and its subsidiaries and affiliates, together with members of their immediate families (parent, child, sibling, and spouse of each), and those living in their same households (whether or not related), are ineligible to enter and participate in the Sweepstakes. The Sweepstakes is void where prohibited or to the extent restricted by law.

These specifications, terms, and conditions relating to the Sweepstakes comprise these Official Sweepstakes Rules (“Rules”), and shall govern and apply to all participation and activity arising out of and relating to the Sweepstakes. Interface with Sponsor through its Sweepstakes-related web properties shall additionally be governed by the prevailing and posted Privacy Statement, Terms of Use, and other disclosed terms and conditions. In the event of a conflict between the Rules and any other official Sweepstakes-related communications by Sponsor, these Rules shall govern. Participant shall review these Rules which, by Participant’s participation and as a condition to claiming, redeeming, and use of any Sweepstakes prize, Participant agrees will govern all aspects of Participant’s relationship with the Sweepstakes and Sponsor. These Rules cannot be modified or superseded except by Sponsor, in its reasonable discretion, in a written revision to these Rules posted on the official Website (www.AntlerMax.com) (“Site”), at participating Purina Wildlife Series retail locations and, at Sponsor’s sole discretion, other potential official Sweepstakes communication methods reasonably calculated to reach potential, active, or historical Participants.

2. How to Enter.

No purchase necessary to participate in the Sweepstakes. To enter, Participants must complete an Official Purina Wildlife Series Sweepstakes Entry Form at any of the Purina Wildlife Series Events listed on www.AntlerMax.com. Limit one (1) entry per person. All entries must be received by no later than 11:59:59 p.m. CST on December 31, 2011 at Purina Wildlife Series Events, or January 20, 2012 by mail, to be eligible to win.

Participants may request an Official Purina Wildlife Series Sweepstakes Entry Form by mail by sending a self-addressed, stamped envelope to: Purina Wildlife Series Sweepstakes Entry Form, P.O. Box 511280, St. Louis, MO 63151-1280. Requests for Official Entry Forms must be postmarked by December 31, 2011 and received by January 9, 2012. VT residents may omit return postage. Limit one (1) entry form request per person.

Limit one (1) entry per name/address/e-mail address regardless of the method of entry. The Sponsor is the official time keeper for this Sweepstakes. Proof of e-mailing does not constitute proof of delivery or entry. Any attempt to submit more than the maximum number of entries using multiple/different identities or any other methods may void that Participant's entry. No other forms of entry are valid other than those set forth above. All entry information becomes the property of the Sponsor and will not be returned.

3. Prizes.

One (1) Grand Prize: One (1) Participant ("Grand Prize Winner") will receive One (1) Stealth Night Hawk Electric Utility Vehicle. ARV of Grand Prize is \$14,999. Prize vehicle depicted in Sweepstakes materials may not exactly represent actual prize vehicle to be awarded.

One (1) First Prize: One (1) Participant ("First Prize Winner") will receive Three (3) tons of Purina AntlerMax® Deer Feed. ARV of First Prize is \$1,300.

There are a total of two (2) Prizes with an overall ARV of \$16,299. Odds of winning any Prize depends upon the total number of eligible entries received. Limit one (1) Prize per person.

Prizes do not include transportation costs, insurance, title, licenses, transfer fees, taxes, and other expenses or items not specifically described as part of the Prize(s) in these Rules. No cash or other substitution, assignment, or transfer of Prize is permitted, except that Sponsor reserves the right to substitute a Prize with another prize of comparable value. Any and all taxes, expenses, and/or fees associated with Prize receipt, redemption, and use are the sole responsibility of the Winner. All Sweepstakes Prize details are at Sponsor's sole discretion.

Sweepstakes Prizes will be awarded to individual winning Participants and should be retained by such individuals only in conformity with these Rules.

4. Drawing.

Winners will be selected in a random drawing from among all eligible entries received during the Sweepstakes Term. Drawings will be conducted on or about January 27, 2012 by an independent judging agency whose decisions are final and binding in all matters relating to the Sweepstakes drawing. Each Participant selected (each a “Winner” and collectively “Winners”) must comply with all terms and conditions of these Rules. Winners will be notified by e-mail, telephone, or mail on or about January 31, 2012. Winners must properly complete, sign, notarize, and return to Sponsor or the independent judging agency by mail within ten (10) days of being notified, an Affidavit of Eligibility and Liability/Publicity Release in order to confirm eligibility for Prize (unless prohibited by law). If a Winner cannot be contacted after the first attempt; if Winner fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period; or, if Winner is otherwise ineligible pursuant to these Rules; the Winner will be deemed to have forfeited the Prize. In the event of forfeiture by a Winner, an alternate Winner will be selected from among the entrants received during the Sweepstakes Term at random.

5. Eligibility.

Sweepstakes open only to legal residents of the United States, except for the State of New York, who are 18 years of age or older at the time of entry. Employees, contingent staff persons, officers, and directors of Sponsor and its subsidiaries and affiliates, together with members of their immediate families (parent, child, sibling, and spouse of each), and those living in their same households (whether or not related), are not eligible to participate in or win the Sweepstakes.

6. General Terms.

By participating in this Sweepstakes, Participants agree to be bound by these Rules and the decisions of the Sponsor and the independent judging agency, which shall be final. All federal, state, and local laws apply.

Sponsor is not responsible for late, lost, stolen, incomplete, illegible, damaged, postage due, or misdirected entries. Void wherever prohibited or restricted by law. Sponsor and its affiliates, directors, agents, and employees will have no responsibility and/or liability for any harm, damage, loss, or injury arising from participating in this Sweepstakes and the use, misuse, possession, or loss of the Prize or participation in Prize-related activities. Winner shall bear all risks of loss or damage to Prize after it has been delivered. Sponsor makes no representations or warranties of any kind concerning the appearance, safety, or performance of any Prize. Winners will be solely responsible for all applicable federal, state, and local taxes on Prize. If applicable, Winners may receive an IRS Form 1099 for the retail value of the Prize. All other expenses on the receipt and use of the Prize not specifically mentioned herein are solely the responsibility of the Winners. Any portion of a Prize not accepted by Winner will be forfeited.

By accepting the Prize, Winner grants to Sponsor the right to print, publish, broadcast, and use worldwide in any media now known or hereinafter known the Winner’s name, image, voice, statement, picture, or other likeness, without additional review, notification or compensation, for public relations, advertising, trade, and promotional purposes as may be determined by Sponsor, unless prohibited by law. The entry information provided is subject to the Privacy Policy on the above-stated Site. To read that Policy, access the Site and then access the Privacy Policy.

7. Dispute Resolution, Indemnification & Disclaimer.

Except where prohibited, by participating in this Sweepstakes, Participant agrees that all issues and questions concerning the construction, validity, interpretation, and enforceability of these Rules, or the rights and obligations of Participant(s) and Sponsor, shall be governed by and construed exclusively in accordance with the laws of the State of Minnesota without giving effect to any principles of conflicts of law of any jurisdiction and that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating, but in no event attorneys' fees; and (c) under no circumstances will any Participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

Participants agree to release, defend, indemnify, and hold harmless the Sponsor from and against, any and all liability, claims, losses, damages, or proceedings, including but not limited to death (including reasonable attorneys' fees) relating to the Sweepstakes, Prizes, and any other matters in connection with a Participant's participation in the Sweepstakes.

In the event that fraud and/or other causes beyond the control of the Sponsor corrupts the administration, security, or proper handling of the Sweepstakes, or if the Sweepstakes is challenged by any legal or regulatory authority, Sponsor reserves the right to discontinue or modify the Sweepstakes, or to disqualify Participants residing in the affected geographic areas. In such event, Sponsor shall have no liability to any Participant who is disqualified due to such action.

8. Sponsor Information

The Sponsor, users, and/or promoters of this Sweepstakes are:

American Hunter, PO Box 535878, Grand Prairie, TX 75053

Land O'Lakes Purina Feed LLC, P.O. Box 66812, St. Louis, MO 63166

Stealth Electric Vehicles, 8220 Troon Circle, Suite 100, Austell, GA 30168

Big Game Treestands, PO Box 382, Windom, MN 56101

Deltag, PO Box 4812 Greenville, MS 38704

Mojo Outdoors, 2984 New Monroe Road, Bastrop, LA 71220

Nikon Inc., 1300 Walt Whitman Road, Melville, NY 11747-3064

Primos Calls, 604 First Street, Flora, MS 39071

Quality Deer Management Association, PO Box 160, Bogart, GA 30622

Jordan Outdoor Enterprises, LTD., 1390 Box Circle, Columbus, GA 31907

Stealth Cam, 3923 Oceanic Drive, Oceanside, CA 92056

Texas Deer Association, 403 East Ramsey, San Antonio, TX 78216

Texas Sporting Journal, 8401 Jacksboro Hwy, Fort Worth, TX 76135

9. Winner’s List.

For Sweepstakes results and/or the name(s) of the Winners, send a self-addressed, first-class stamped envelope to: 2011 Purina Wildlife Series Sweepstakes Winner, PO Box 15162, St. Louis, MO 63110, postmarked by February 15, 2012.

Section Two: Abbreviated Rules Version
Use: Printed on Entry Forms and/or other material referencing the sweepstakes (FL Compliant)

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING. Open to individual legal residents of the United States, except for residents of the State of New York, who are 18 years of age or older at the time of entry. Subject to Official Rules at Purina Wildlife Series Events or at www.AntlerMax.com. Sweepstakes starts 5/1/11 and ends 12/31/11. All entries must be received by 12/31/11 at event locations, or 1/20/12 by mail. All entries must be on an Official Entry Form available between 5/1/11 and 12/31/11 at event locations. Or receive an Official Entry Form and Official Rules by mail by sending a self-addressed, stamped envelope, postmarked by 12/31/11 and received by 1/9/12, to: Purina Wildlife Series Sweepstakes Entry Form, P.O. Box 511280, St. Louis, MO 63151-1280. VT residents may omit return postage. Void in New York and where prohibited. Sponsor: Land O’Lakes Purina Feed LLC, P.O. Box 66812, St. Louis, MO 63166.
