

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: Sweepstakes (the "Sweepstakes") is open only to those who are at least 18+ years old at the time of entry. No purchase is necessary to enter or win. The sweepstakes is open to all legal residents of the United States and is void in Puerto Rico, all U.S. territories and possessions, and where otherwise prohibited by law. Employees of Outerbound, Inc dba Nature's Playbook (the "Sponsor") their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers and their immediate family members and/or those living in the same household of each are not eligible to participate in the Sweepstakes.

2. Agreement to Official Rules: By participating, you (hereafter as "Participant" or as "you") agree to be fully unconditionally bound by these rules and guidelines, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of the Sponsor, as final and binding. The Sweepstakes is subject to all applicable federal, state and local laws and regulations.

3. Sweepstakes Period: Entries into the Sweepstakes will be accepted online starting on or about **December 10, 2024** at 12:00 AM Pacific Time (US & Canada) and ending **December 14, 2024** at 11:59 PM Pacific Time (US & Canada). All online entries must be received by no later than **December 14, 2024** at 11:59 PM Pacific Time (US & Canada) (collectively the "Sweepstakes Entry Period").

4. How to Participate in the Sweepstakes: During the Sweepstakes Entry Period, the methods of entry are as follows:

- a. Online/Mobile Registration: You may enter the Sweepstakes by submitting an entry using the online form provided on the Sponsor's website or via the Nature Playbook App and following the links and instructions to enroll in the Sweepstakes. The online/App registration form will require that each Participant provide his/her full name and email address. The entry must fulfill all sweepstakes requirements, as specified, to be eligible to win a prize.

Entries that are not complete or do not adhere to the rules or guidelines may be disqualified at the sole discretion of the Sponsor. You may enter on the Sponsor's website only once and you must fill in the information requested. You may not enter more times than indicated by using multiple e-mail addresses, identities or devices in an attempt to circumvent the rules. Duplicate entries from the same person will be disqualified. If you use fraudulent methods or otherwise attempt to circumvent the rules and guidelines, your submission may be removed from eligibility at the sole discretion of the Sponsor.

- b. **Participation on the Nature's Playbook App.:** Users on the Nature's Playbook iOS App will receive entries for the following forms of participation:
- Five (5) entries for creating a post
 - Two (2) entries every time a post you created is added to another user's bucket list
 - Adding Insider Tips to a post: Two (2) entries for inserting a link, and one (1) entry for adding a description of the link
 - Adding Gear/Guide Recommendations: Two (2) entries for inserting a link, and one (1) entry for adding a description of the link
 - One (1) entry for completing the Additional Information section of a post
 - One (1) entry for every post a user likes
 - One (1) entry for every like received on a post created
 - Two (2) entries for every comment made
 - Two (2) entries for every comment received on a post created
 - Ten (10) entries for creating a Group, as outlined on the Nature's Playbook iOS App
 - Three (3) entries for joining a Group, as outlined on the Nature's Playbook iOS App
- c. **Free Entry (with No Purchase Required); Alternate Mail-In Method of Entry:** To enter without making a purchase, Participants will need to legibly hand print his/her name, address, day and evening phone numbers, email address (if available), and date of birth on a 3"x5" card and mail it in an envelope with proper postage to:

Outerbound, Inc dba Nature's Playbook's Sweepstakes
15251 Yellow Bluff Rd. Unit B
Jacksonville, FL 32226

Each Mail-In entry must be separately mailed and postmarked prior to the conclusion of the Sweepstakes Entry Period in accordance with the terms and conditions set forth herein. Entries will not be acknowledged or returned by Sponsor. Incomplete or noncompliant Mail-In entries are void and will be disqualified at the sole discretion of the Sponsor. Each Mail-In entry will constitute one (1) entry. Mail-in entry card and envelope must be hand printed by the actual participant only. In addition, participants are not permitted to use any third party organization to assist with the entry process in any way.

To avoid doubt, all Mail-In entries must be postmarked prior to the conclusion of the Sweepstakes Entry Period and received by Sponsor no more than 5 calendar days thereafter.

5. Prizes: The total approximate retail value of all prizes is \$820. Three (3) prize winners will be drawn.

The first place prize is valued at \$290 and includes the following:

- One (1) Nature's Playbook sweatshirt
- Karmik Outdoors Gear Junky 25 Mix Pack
- RecPak Variety Three Pack
- "Adopt-A-Turtle" donation in your name or the name of your choice via the Sea Turtle Conservancy. <https://conserveturtles.org/support-stc-join-stc-and-adopt-a-turtle/>
- \$100 (method to be distributed either by gift card or cash)

The second and third place prizes are valued at \$265 each and include the following:

- One (1) Nature's Playbook sweatshirt
- Karmik Outdoors Gear Junky 25 Mix Pack
- RecPak Sample Pack
- "Adopt-A-Turtle" donation in your name or the name of your choice via the Sea Turtle Conservancy. <https://conserveturtles.org/support-stc-join-stc-and-adopt-a-turtle/>
- \$100 (method to be distributed either by gift card or cash)

Winning a prize is not guaranteed and depends on the total number of eligible entries received during the Sweepstakes Entry Period. The actual/appraised value of prizes may differ at the time of the award. The specifics of the prize will be determined solely by the Sponsor and may be subject to certain terms and conditions. No cash or other prize substitution is permitted, except at the Sponsor's discretion. All prizes are nontransferable. Prizes will be awarded if properly claimed according to these Official Rules and must be claimed within one (1) year after the winner is verified.

Each winner is responsible for any and all prize-related expenses, including all federal, state, and local taxes. No substitution of prize or transfer/assignment of prize to others or requests for a cash equivalent by winners is permitted.

Regarding publicity rights. Acceptance of a prize does not automatically grant the Sponsor permission to use the winner's name, likeness, and entry for advertising and trade purposes. Winners will be given the choice to opt-in for such use at their discretion, without any pressure or compulsion. This choice will be provided in a clear, straightforward manner, ensuring full compliance with laws governing rights of publicity in the United States. The Sponsor commits to respecting the winner's decision regarding the use of their personal information and likeness in adherence to privacy and publicity rights laws.

6. Odds: The odds of winning depend on the number of eligible entries received for the Sweepstakes Entry Period.

7. Winner selection and notification: Winners of the Sweepstakes will be selected in a random drawing from all eligible entries under the supervision of the Sponsor. Winners will be notified by email and/or phone and will be required to complete and sign a declaration of eligibility and releases (collectively, the "Required Documentation") within 5 calendar days of date of notification. The Sponsor shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner fails to timely return the Required Documentation, cannot be contacted, or is found to be ineligible, the prize may be forfeited and, at Sponsor's sole discretion, an alternate winner selected from the remaining eligible entries. The receipt by winner of the prize offered in this Sweepstakes is conditioned upon compliance with any and all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by you: By entering this contest, you understand that the Sponsor, anyone acting on behalf of the Sponsor, or its respective licensees, successors and assigns will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast,

distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the world, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Sweepstakes, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation.

9. Terms: The Sponsor reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes should, in its sole discretion, a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, the Sponsor may select the recipients from all eligible entries received prior to and/or after (if appropriate) the action taken by the Sponsor. Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website or violates any rules, guidelines, terms and conditions.

The Sponsor has the right, in its sole discretion, to maintain the integrity of the Sweepstakes, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by sweepstakes rules; or the use of bots, macros or scripts or other technical means for entering. Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the sweepstakes may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

By entering the Sweepstakes, you have the option to subscribe to email newsletters from the Sponsor. Subscription is voluntary and not a condition of entry or winning.

10. Limitation of Liability: By entering you agree to release and hold harmless the Sponsor and its subsidiaries, affiliates, advertising and promotion agencies, partners, principals, shareholders, members, representatives, agents, successors, assigns, employees, officers and directors ("collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (i) any technical errors that may prevent an you or any participant from submitting an entry; (ii) unauthorized human intervention in the Sweepstakes; (iii) printing errors; (iv) errors in the administration of the

Sweepstakes or the processing of entries; or (v) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from your or any participant's participation in the Sweepstakes or receipt of the prize. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to you or any participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. You further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney fees and expenses. You hereby waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. FOR NEW JERSEY RESIDENTS: NOTHING HEREIN BARS RECOVERY OF DAMAGES OR ATTORNEYS' FEES WHERE MANDATED BY STATUTE.

Except as expressly provided above, IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE.

By participating, Participant releases and agrees to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of a prize. Released Parties are not liable in the event that any portion of the Sweepstakes is canceled due to weather, fire, strike, acts of war or terrorism, pandemic, or any other condition beyond their control.

RELEASE OF CLAIMS (CALIFORNIA): Participant acknowledges that there is a possibility that, subsequent to their involvement with the Sweepstakes and adherence to these Official Rules may discover or incur or suffer claims which were unknown or unsuspected at the time agreeing to these Official Rules, and which if known to them at that time may have materially affected their decision to enter this Sweepstakes. Participant acknowledges and agrees that by reason of these Official Rules, and the

release contained in the preceding subsections, he/she is assuming any risk of such unknown facts and such unsuspected claims. Participant acknowledges that they have read these official Rules and, as such, hereby have been advised of the existence of Section 1542 of the California Civil Code, which provides:

“A general release does not extend to claims that the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release and that, if known by him or her, would materially affect his or her settlement with the debtor or released party.”

Participant expressly waives any and all rights under California Civil Code Section 1542 and under any other federal or state statute or law of similar effect.

11. Disputes: By entering the Sweepstakes, Participant agrees that 1.) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; 2.) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes but in no event attorneys' fees; and 3.) under no circumstances will any Participant be permitted to obtain any award for, and Participant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Participant and Sponsor or the Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with the federal laws of the United States and the laws of the State of California. Any legal proceedings arising out of this Sweepstakes or relating to these Official Rules shall be instituted only in the federal or state courts of serving California and Participants, and the party's consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules.

12. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy as set forth on the Sponsor's WebSite. By participating in the Sweepstakes and providing your email address or any other applicable contact information, you hereby agree to Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted Sponsor's Privacy Policy. You also consent to the Sponsor and or any company providing the sweepstakes prize ("Prize Provider") using your email address to send you special offers, promotions, opportunities, and/or as part

of our part to enhance your experience with Nature's Playbook. A copy of Privacy Policy can be found here: <https://www.naturesplaybook.com/privacy-policy>.

13. Winners List: For the names of the winners, please contact us at hello@naturesplaybook.com and in the body of the email type 'Please e-mail me the winners' list for the Sponsor's Sweepstakes. Requests must be received within four (4) weeks of the end of the Sweepstakes Entry Period.

14. Sponsor: The Sponsor of the Sweepstakes is Outerbound, Inc dba Nature's Playbook, 15251 Yellow Bluff Rd. Unit B, Jacksonville, FL 32226, United States.

15. This promotion is in no way sponsored, endorsed or administered by, or associated with Apple, Facebook, Instagram, Twitter, Youtube, Pinterest, LinkedIn or Google. You understand that you are providing your information to the Sponsor of this Sweepstakes and not to Apple, Facebook, Instagram, Twitter, Youtube, Pinterest, LinkedIn or Google.