

REALTREE OUTFITTERS ULTIMATE RACE DAY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING DEPEND ON NUMBER OF ENTRIES RECEIVED. VOID WHERE PROHIBITED.

1. Promotion and Sponsor: Participation in the Realtree Outfitters Ultimate Race Day Sweepstakes (the "Promotion") constitutes Entrant's full and unconditional agreement to these Official Rules. Entrant is free to disclaim any prize and status as Entrant (as defined below) and as a result will not be eligible to receive any prize. The Promotion is sponsored by Old Dominion Footwear, 156 Old Dominion Dr., Madison Heights, VA 24572 and Specialty Retailers, Inc., 10201 Main Street, Houston, TX 77025 (each a "Sponsor"). All decisions related to, as well as all interpretation of, these Official Rules by Sponsors shall be final and binding. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. An Entrant is providing his/her information only to Sponsors and not to Facebook.

2. Eligibility: The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia ("Territory") who are at least 18 years of age at the time of entry. Void in Puerto Rico, the U.S. Virgin Islands, Guam, other U.S. territories, and where otherwise prohibited by law. Employees, officers, directors, and agents of Sponsors (including, but not limited to, employees of Stage Stores, Inc. ("Stage"), Steele's, Bealls, Goody's, Palais Royal, Peebles, and Realtree) and their parent and affiliate companies and subsidiaries, sales representatives, distributors, vendors, suppliers, promotion agencies, contractors, advertising, and fulfillment; any and all other companies associated with this Promotion; and the immediate family (spouse or domestic partner, parents, siblings, children, and all of their respective spouses or domestic partners) and household members of each such individual are not eligible. Eligibility is contingent upon compliance with these Official Rules and fulfilling all requirements set forth herein, including, where legal, completing and signing an Affidavit of Eligibility, Liability, and Publicity Release ("Release"). Participation in this Promotion in any way, including submission of any entry or the partial completion of any act of entry, or any other steps taken to participate in the Promotion in any manner, constitutes full and unconditional agreement with all provisions of these Official Rules. The Promotion Period starts at 10:01 AM (CST) on March 6, 2015 and ends at 6:59 PM (CST) on March 22, 2015 (the "Promotion Period"). Sponsors' computer will be the official timekeeper of this Promotion.

3. How to Enter: NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE CHANCES OF WINNING. There are two (2) methods of entry; any eligible participant entering this Promotion through either method shall be an "Entrant."

- **Entry Method via Facebook:** During the Promotion Period, you will automatically become an Entrant and receive one entry when you fully complete and submit the online registration form found on one of the following pages: Bealls (<http://www.facebook.com/Beallstx>), Goody's

(<http://www.facebook.com/Goodys>), Palais Royal (<http://www.facebook.com/PalaisRoyal>), Peebles (<http://www.facebook.com/ShopPeebles>), or Stage (<http://www.facebook.com/StageStores>). Entrants may be required to provide the following personal information in order to be eligible for Promotion prizes: first and last name, date of birth, email address, mailing address (including city, state, and ZIP or postal code), and phone number (including area code).

- **Entry Method In-Store:** During the Promotion Period, you will automatically become an Entrant and receive one entry when you visit a participating retail location and fully and legibly complete a "Register-to-Win" form with all of the requested information and submit the form in the Realtree Ultimate Race Day Sweepstakes registration box. Entrants may be required to provide the following personal information in order to be eligible for Promotion prizes: first and last name, date of birth, email address, mailing address (including city, state, and ZIP or postal code), and phone number (including area code).

4. Conditions of Entry: Limit one entry per person. To be eligible, entries must be received by Sponsors during the Promotion Period. All requested information must be provided to participate in the Promotion and to be eligible to win a prize. Unintelligible entries; entries with incomplete, invalid, incorrect, or noncurrent information; entries that are counterfeit, damaged, or tampered with in any way; and entries with printing, production, or typographical errors will be disqualified. Disqualified entries and entries that are late, lost, damaged, misdirected, stolen, or not delivered are not the responsibility of the Sponsors. Sponsors are not responsible if a potential winner does not receive his or her prize because erroneous, expired, canceled, fraudulent, or fake information was provided during Promotion. Proof of sent entry and/or entry receipt (such as a copy of a "thank you" screen or message) sent by Sponsors does not constitute proof of actual receipt of entry for purposes of this Promotion.

Participation must be by the Entrant, and participation by any other individual or any entity will be declared invalid and disqualified for this Promotion. Any attempt by any Entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, or any other unauthorized methods will void Entrant's entries and Entrant will be disqualified. In the event of a dispute as to the identity of an online entrant, the authorized account holder of the email address used to enter will be deemed to be the entrant. Potential winners may be required to show proof of being the authorized account holder. The "authorized account holder" is the natural person assigned to an email address by an Internet service provider, online service provider, or other organization (business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the submitted email address. If the identity of the individual who actually participated in the Promotion cannot be resolved to Sponsors' satisfaction, the affected individual's entry will be deemed ineligible.

Sponsors reserve the right in their sole discretion to disqualify any individual found to be in violation of these Official Rules. Sponsors further reserve the right to disqualify any individual found, in Sponsors' sole discretion, to be tampering with the entry process or the operation of the Promotion (including, but not limited to, tampering with applicable websites and/or phone numbers), or acting in a non-

sportsmanlike or disruptive manner. Any attempt to undermine the operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsors reserve the right to seek damages from any such person to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsors reserve the right to correct clerical or typographical errors in promotional materials or these Official Rules. Sponsors' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

5. Prizes:

- **One (1) Grand Prize** winner will receive two (2) tickets for weekend races at Talladega Superspeedway[®], airfare, hotel, meals, pit row tour, an in-field guided tour, transportation to and from the race and Realtree apparel for wear on race day. (Grand Prize ARV = \$5,650).
- **One (1) First Prize** winner will receive \$500 worth of Realtree Gear which includes a pair of Realtree shoes, hat, t-shirt, duffle back pack and Skull Candy Crusher Realtree Headsets.
- **One (1) Second Prize** winner will receive \$350 worth of Realtree Gear which includes a pair of Realtree shoes, hat, t-shirt, back pack and Skull Candy Hesh 2 Realtree headset.

Total approximate retail value of all prizes (ARV) = \$6,500. Federal, state and local taxes, and all other costs and expenses associated with acceptance and use of any prize are the sole responsibility of the prize winners. Prize specific terms and conditions apply. The right to receive any prize is non-assignable, non-transferable, and no prize substitution, exchange or cash equivalent will be allowed. Winners and guest must each sign an Affidavit of Eligibility, Liability, and, where legal, Publicity Release ("Release") to be eligible to participate in or receive any portion of any prize awarded.

The Grand Prize will include round-trip coach air transportation for the winner and 1 (one) guest from the major airport nearest the winner's residence (selected by Sponsors in their sole discretion) to Talladega, AL (or a major airport nearby) to attend the races scheduled for May 1 – May 3, 2015. Ground transportation to and from the airport/hotel; hotel accommodations for 3 days, 2 nights (standard accommodations, one room, double occupancy); and food and non-alcoholic beverages will be provided (all vendors selected by Sponsors in their sole discretion). Dates subject to change without notice. Selection of airline is solely within the discretion of the Sponsors, and winner and guest must travel together, including the same departure date, destination, and return date, on days of Sponsors' choosing. The winner and guest are responsible for obtaining proper documentation prior to travel. A parent or legal guardian must accompany a traveling minor. Travel arrangements subject to availability and restrictions may apply.

If a winner is disqualified, not eligible, or, for any other reason, cannot travel on the dates selected by Sponsors, then Sponsors may randomly select a new winner from the pool of eligible Entrants. If the winner elects to partake in any or all portions of the prize with fewer than 1 (one) guest, any remainder of the prize that is unused will be forfeited and shall not be subject to further or additional compensation.

Actual value of prize may vary. No compensation or substitution will be provided for any difference in prize value. Prizes are subject to availability, and Sponsors reserve the right to substitute a prize (or a component thereof) with another prize (or a component thereof) of equal or greater value if the prize is not available for any reason (determined by Sponsor's sole discretion). Sponsors in no way shall be responsible for any cancellations, delays, diversions, substitutions, or any other act or omission, or result thereof, by any other service provider. Sponsors are not responsible for any lost, stolen, damaged, delayed, or misdirected baggage. If, in the judgment of Sponsors, air travel is not required due to the winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsors' sole discretion and no additional compensation will be provided. Grand Prize winner and guest are solely responsible for all other costs and expenses not otherwise specified herein (including, but not limited to, baggage and handling fees, passenger tariffs/duties, surcharges, airport fees, security fees, gratuities, tips, taxes, and other personal charges).

Only the number of prizes set forth in these Official Rules shall be awarded. In the event that more than the stated number of prizes as set forth in these Official Rules are available and/or claimed, Sponsors reserve the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

6. Winner Determination and Verification: ODDS OF WINNING A PRIZE DEPEND ON NUMBER OF ELIGIBLE ENTRIES RECEIVED. Winners will be selected by random drawing from among all eligible entries received during the Promotion Period within a reasonably prompt time after termination of the Promotion Period. The selection of prize winners is within the sole discretion of the Sponsors, and all potential winners are subject to eligibility verification by Sponsors. **An Entrant is not a winner of any prize, even if notified of being a winner, unless and until the Entrant's eligibility has been verified.** To be verified as eligible to receive a prize, each potential winner must continue to comply with all terms and conditions, and fulfill all requirements of these Official Rules and, if applicable, return a completed and signed Release within the time stated by Sponsors. Each potential winner will be notified by mail, email, text, or phone (subject to Sponsors' discretion) after being randomly selected as a potential winner. If a potential winner of any prize cannot be contacted or fails to respond to Sponsors' attempt to notify them of selection with 5 (five) business days; if any notification is returned as undeliverable or yields an error or "bounce back" email (regardless if the message is ultimately delivered to the recipient); if a potential winner fails to sign and return the Release within the required time period; if a prize is returned as undeliverable, or if a potential winner is unable or unwilling to accept the prize as stated; or if a potential winner cannot be verified for any other reason, the potential winner is disqualified and forfeits the prize and an alternate will be selected.

In the event that a potential prize winner is unable to be verified or is disqualified for any reason, the random selection process will be repeated within a reasonable period of time thereafter with a randomly selected potential winner from the pool of remaining eligible entries until the prize is awarded. In any case, the final winners of any prize will be determined, and any prize will be awarded, within a reasonable time after the end of the Promotion Period. A winners list may be obtained by printing the requestor's name, address, city, state, and ZIP code on a 3" x 5" postcard and mailing it to: Stage Stores, Inc., ATTN: "Realtree Outfitters Ultimate Race Day Sweepstakes", 10201 Main Street, Houston, TX 77025, within a reasonable time after the end of the Promotion Period. Limit one (1) request per household.

7. Limitations of Liability: By entering this Promotion or the acceptance or use of any prize, each Entrant (and each Entrant's guest) agrees to release and hold harmless Facebook, Sponsors, their respective parent and affiliate companies, subsidiaries, sales representatives, distributors, partners, dealers, wholesalers, retailers, vendors, suppliers, promotion agencies, contractors, advertising, and fulfillment, including each company's respective officers, directors, employees, and agents and their immediate families (spouse or domestic partner, parents, siblings, children, and all of their respective spouses or domestic partners) and household members of each such individual, and any and all other companies and individuals associated with this Promotion (collectively, the "Released Parties") from and against any claim or cause of action related to this Promotion. Possible claims or causes of action include, but are not limited to, infringement of any right of publicity or intellectual property; threatened or actual injury, loss, or damage to any person, including death and disability; defamation or portrayal in a false light (intentional and unintentional); and damage to or loss of property, arising out of such Entrant's participation in the Promotion or receipt or use or misuse of any prize. IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF THIS PROMOTION.

Entrants waive any right to claim ambiguity in these Official Rules. The Released Parties are not responsible for: (1) technical failures of any kind; (2) any incorrect or inaccurate information, whether caused by Entrants, printing or computing errors or by any of the equipment or programming associated with or utilized in the Promotion; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error that may occur in the administration of the Promotion or the processing of entries; (5) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt or use or misuse of any prize; or (6) any other errors in any materials, information, or announcements associated with this Promotion. If for any reason an Entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another entry in the Promotion, subject to availability and provided that Promotion has not then expired.

8. Publicity: Except where prohibited, participation in the Promotion or the acceptance or use of any prize constitutes any winning Entrant's and any winning Entrant's guest's consent to Sponsors' use of winning Entrant's and/or guest's name, likeness, photograph, voice, opinions and/or hometown and state

for promotional or advertising purposes in any media, worldwide, now known or hereafter developed, without further review, notification, payment, or consideration.

9. Suspension: Sponsors reserve the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failure or other factor beyond Sponsors' reasonable control impairs Sponsors' ability to properly conduct the Promotion, as determined by Sponsors in their sole discretion and subject to any law or regulation. In such event, Sponsors reserve the right, but not the obligation, to award the applicable prize(s) at random from among the eligible entries received up to the time of the cancellation, suspension, or modification of the Promotion. Inclusion in such random drawing shall be the Entrant's sole and exclusive remedy under such circumstances.

10. Disputes: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or Texas State Court located in Harris County, Texas; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, the entrant's guest (if applicable), and Sponsors in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules (whether of the State of Texas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than as stated.

11. Entrant's Personal Information: Information collected from Entrants is subject to Sponsors' online privacy policies and any state or federal law. Sponsors' online privacy policies can be found at <http://www.stagestoresinc.com/privacy-policy> and www.realtree.com/web-site-policies. For complete details and Official Rules, see <http://www.stagestoresinc.com/rules>.

ABBREVIATED RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. Purchases do not increase chances of winning. Odds depend on number of eligible entries received. Open to US residents, age 18 and up. Limit one entry per person. Enter by 3/22. Total Prize ARV = \$6,500. Void where prohibited. Sponsors: Old Dominion Footwear 156 Old Dominion Dr., Madison Heights, VA 24572 and Stage Stores, Inc. 10201 Main Street, Houston, Texas 77025. For complete details and Official Rules, see <http://www.stagestoresinc.com/rules>.