

Bushnell®

GOLF

TERMS & CONDITIONS

BUSHNELL GOLF NEO X/NEO+ \$50 INSTANT SAVINGS PROMOTION

Promotion Detail

The Bushnell Golf NEO X/NEO+ Instant Savings Promotion ("Promotion") is valid from May 22, 2013 to June 16, 2013 ("Promotion Period"). A Bushnell, Inc. authorized golf account or reseller ("Account") that at the time of purchase provides bona fide retail customers ("Customer") with \$50 Instant Savings savings (the "Instant Savings Amount") on each purchase by such Customer of a new, qualifying NEO X/NEO+ product set forth in Section 1.0 below ("Product") and otherwise adheres to these Promotion Terms and Conditions will receive a credit in the amount set forth in Section 1.0 below for each such Bushnell NEO X/NEO+ Product for which the Instant Savings Amount was applied by Account ("Credit Reimbursement").

Requirements

Advertising:

- 1) Account must advertise the product at least once during the Promotion Period - Online, via email and/or via print communication (graphics can be provided by Bushnell).
- 2) Account must display in the advertisement the regular price, the Instant Savings Amount and the After Instant Savings price (as indicated by the example below Section 1.0).

Sale:

- 1) The Promotion is valid only for retail sales of new Bushnell NEO X/NEO+ products purchased from Bushnell, Inc. by Bushnell authorized Accounts or distributors and sold by Accounts from May 22, 2013 through June 16, 2013 and delivered to Customers in the 50 United States, the District of Columbia, Puerto Rico, or the U.S. Virgin Islands. Purchases made in or delivered to other countries are ineligible.
- 2) Minimum initial buy-in must be purchased by the Account prior to the Promotional Period. Buy-in quantity will be communicated directly from your Bushnell sales representative.
- 3) Final sell through validation in the form of Point-of-Sale receipts showing all sales of the qualifying Bushnell NEO X/NEO+ products during the Promotion Period must be submitted. This proof of sell-through must show each customer's name and date of purchase and show that the \$50 Instant Savings Amount was applied to the purchase price at the time of sale.
- 4) Only product SKUs listed below are eligible for promotion:

SECTION 1.0

Description	Product #	MAP Before Instant Savings	Instant Savings Amount	MAP After Instant Savings	Credit Reimbursement
NEO X	368500	\$199.99	\$50.00	\$149.99	\$25.00
NEO+ Black	368300	\$199.99	\$50.00	\$149.99	\$25.00
NEO+ White	368302	\$199.99	\$50.00	\$149.99	\$25.00

Sample Advertising Layout for Bushnell NEO X/NEO+ Program

SECTION 2.0

Picture of NEO X and/or NEO+
<p>\$199.99 Regular Price</p> <p>- <u>\$50.00 Instant Savings</u></p> <p>\$149.99 Price After Instant Savings</p>

Credit Reimbursement:

- 1) Account is eligible for a Credit Reimbursement only for units of Bushnell NEO X/NEO+ for which Account has actually paid Bushnell the amount invoiced by Bushnell for such units.
- 2) No Credit Reimbursement will be owed or issued by Bushnell for units of Bushnell NEO X/NEO+ for which Account has not actually paid Bushnell the amount invoice by Bushnell for such units.
- 3) Credit Reimbursement claims must be submitted as a single package submission by Account to Bushnell on or before July 19, 2013. Multiple submissions will not be permitted and Account's first submission will be the only submission accepted.
- 4) Account must submit a copy of Account's advertisement displaying the Promotion together with a completed Credit Request Form (see attached).
- 5) Proof of performance to an end user (final sell-through) must be submitted with the Credit Reimbursement Form. Account must provide Bushnell with Point-of-Sale reports for NEO X/NEO+ sales incurred during the promotion.
- 6) No Credit Reimbursement will be issued for claims submitted after July 19, 2013.

Disqualification

Advertising:

- 1) During the Promotion Period, any advertisement for a Bushnell NEO X/NEO+ that displays a price lower than that product's MAP Before Instant Savings price as set forth in Section 1.0.
- 2) During the Promotion Period, any advertisement for a Bushnell NEO X/NEO+ includes an added value promotional item or items.
- 3) Dealer fails to fulfill all of the advertising requirements set forth above.

Non-Compliance:

- 1) Bushnell reserves the right in its sole discretion to disqualify any Account from receiving any Credit Reimbursements if Account does not comply with any terms and/or conditions of this Promotion. Any fraudulent or false or submissions or acts by an Account in connection with this Promotion will automatically disqualify such Account from receiving any Credit Reimbursement.