

**POLARIS® UNDER THE MUD SWEEPSTAKES
COMPLETE OFFICIAL RULES**

- 1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Polaris® Under The Mud Sweepstakes ("Sweepstakes") is open only to legal residents of the United States and District of Columbia who, at the time of drawing are 18 years of age or older and who have reached the age of majority in their place of residence. Void where prohibited or restricted by law. Sweepstakes is subject to all applicable federal, state, and local laws and regulations.
- 2. HOW TO ENTER. Vote for your favorite graphics package for the new MY19 High Lifter Editions. Each vote will count as one (1) entry** at <https://www.polaris.com/under-themud> between 10:00 am. Central Time (CT) on January 16 2018 and 11:59 pm CT on January 24, 2018 (the "Sweepstakes Period"). Each vote enters consumer for a chance to win the Grand Prize, of one (1) of three (3) different Polaris® MY19 High Lifter Edition choices. Entrants must complete the entry form with all requested information (full name; complete address, zip code; daytime phone number, including area code; birth date; and e-mail address). Limit one vote/entry per person or address per day. You may enter the Sweepstakes under one name and one address only. All entries must be received by 11:59 pm CT on January 24, 2018. Sponsor's computer will be the official time clock for the Sweepstakes. Multiple entries per person per day are prohibited and will void all entries by that entrant. Once submitted, entries become the property of Polaris Industries Inc. (the "Sponsor") and will not be returned.
- 3. DRAWING.** A random drawing for the Grand Prize described below will be held on or about January 26, 2018, from among all eligible entries received during the Sweepstakes Period. Potential winner drawn will be notified via email or phone. Potential winner will have 72 hours to reply to the notification with their interest in accepting the Grand Prize. The potential winner will be provided with an Affidavit of Eligibility and must sign and return such Affidavit of Eligibility within five (5) days or an alternate winner will be drawn. Award of Grand Prize and confirmation of winner is contingent upon potential winner's qualification and compliance with these Complete Official Rules. Sponsor reserves the right, in its sole discretion, to disqualify and randomly select an alternative potential Grand Prize winner if: (a) a winner is unreachable within three (3) days; (b) a prize notification is returned as undeliverable or is not responded to in the time allotted; (c) a winner fails to provide Sponsor with satisfactory proof of age, identity, residency or eligibility; (d) winner declines acceptance of the prize; or (e) if in Sponsor's determination, a winner has not complied with these Complete Official Rules. The odds of winning the prize depend on the number of eligible entries received during the Sweepstakes Period.
- 4. IMPROPER CONDUCT.** Sponsor, in its sole discretion, may disqualify any entrant from participation in this Sweepstakes if entrant engages in any conduct Sponsor deems to be improper, unfair, acting in an unsportsmanlike or disruptive manner, or acting with intent to annoy, abuse, threaten or harass any other person or otherwise adverse to the operation of the Sweepstakes.
- 5. GRAND PRIZE. One (1) Grand Prize of a Polaris® ATV of the winner's choice from the following three (3) options:** Sportsman® 850 High Lifter Edition (ARV \$9,999) or RANGER® XP 1000 EPS High Lifter Edition (ARV \$19,299) or RZR® XP 1000 High Lifter Edition (ARV \$21,199). Total approximate actual retail value ("ARV") of this Grand Prize is up to \$21,199. Only one (1) prize will be awarded. Grand Prize will come with a standard warranty. SPONSOR MAKES NO OTHER WARRANTIES, EXPRESS OR IMPLIED, AS TO THE QUALITY OF CONDITION OF THE PRIZE AND EXPRESSLY DISCLAIMS ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.
- 6. GENERAL CONDITIONS.** Winner must take delivery of the Grand Prize at a Polaris dealer as designated by Sponsor within thirty (30) days after the Grand Prize is made available. In the event of noncompliance, the Grand Prize will be forfeited and an alternate winner will not be selected.

Prizes are non-transferable and no substitution or cash equivalent is allowed except in Sponsor's sole discretion. Sponsor reserves the right to substitute prize of the same approximate retail value. Grand Prize consists only of the item described above. Winner is responsible for all taxes, title, fees and any additional

costs associated with the winning of the Grand Prize. Sponsor will issue an IRS Form 1099-MISC to the Grand Prize winner. Approximate retail value is as of the time the rules were printed, and the value of the prizes may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the Grand Prize chosen at the time it is awarded.

7. PUBLICITY. By accepting the Grand Prize, where permitted by law, winner grants to Sponsor, and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast and use—worldwide in any media now known or hereafter developed, including, but not limited to, the World Wide Web—at any time(s), that winner name, portrait, picture, voice, likeness (as is or as may be edited, altered, or cropped), information, and biographical information as news or information and for advertising, trade, and promotional purposes without additional compensation or review. Persons in any of the following categories are **NOT** eligible to participate or win a prize: (a) persons who, since January 1, 2018, were or are employees of Polaris Industries, Inc.; its parent companies, affiliates, subsidiaries, or dealers; or the service agencies of any of the above organizations; (b) individuals engaged in the development of, the production or distribution of materials for, or the implementation of this Sweepstakes; or (c) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the preceding categories. For the purpose of this Sweepstakes, “immediate family members” are defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children, and grandchildren.

8. RELEASE OF LIABILITY AND AGREEMENT TO HOLD HARMLESS. All entrants and the Grand Prize winner agree to release and hold harmless Sponsor and .; their respective parent and subsidiary companies, affiliates, subsidiaries, officers, directors, agents, and employees, including their respective advertising and promotion agencies; and all others associated with the development and execution of this Sweepstakes (collectively, the “Releasees”), and agree upon request to confirm this release and agreement to hold harmless in writing, from any and all alleged and/or actual actions, demands, losses, settlements (whether or not litigation is commenced), claims, damages, liability, and costs whatsoever (including attorney fees), existing now or in the future, with respect to or in any way arising from this Sweepstakes or participation in any Sweepstakes-related activity, redeeming Sweepstakes prizes, and/or delivery/misdelivery, acceptance, possession, use, or misuse of a prize including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind.

Without limitation of the foregoing, all entrants acknowledge and agree that none of the Releasees shall be liable for any failure of the Web site during the Sweepstakes; for any technical malfunction or other problems relating to the telephone network or lines, computer online systems, servers, access providers, computer equipment, or software; for the failure of any entry to be received by the Sponsor for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any Web site or any combination of the above. Further, none of the Releasees shall be liable for any injury or damage to an entrant’s or any other person’s computer related to or resulting from participating or downloading any material in the Sweepstakes.

If, for any reason, the Sweepstakes is not capable of running as planned due to, but without limitation, tampering, unauthorized intervention, fraud, human or other error, technical failures, or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes and to draw winners from all eligible entries received, pursuant to Rule #3, as of the date of termination. Any attempt to deliberately damage any Web site or to undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

9. DISPUTES. This Sweepstakes is subject solely to the applicable federal, state and local laws of the United States; provided, however, that, except where prohibited, entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize

awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or state courts located in Minnesota (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, and any and all rights to have damages multiplied or otherwise increased, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Complete Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Minnesota without giving effect to any choice of law or conflict of law rules (whether of the State of Minnesota or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Minnesota.

10. USE OF DATA. By entering this Sweepstakes, each entrant expressly consents to the storing, sharing, and use of the personal information submitted with his/her entry by Sponsor, and their respective agents and/or representatives, in accordance with Sponsor's Privacy Policy. All entry and other information submitted may be used for advertising, trade, and marketing purposes both by Sponsor and authorized third parties in accordance with Sponsor's privacy policy, available at <http://www.polarisindustries.com/en-US/OurCompany/Privacy/Pages/Privacy.aspx>

11. OFFICIAL RULES. These Complete Official Rules are posted at <https://www.polaris.com/under-themud>.

12. NAME OF GRAND PRIZE WINNER. For the name of the Grand Prize winner, send a self-addressed, sufficiently stamped envelope to Polaris Under the Mud Winners List, PO Box 240, Clear Lake, MN 55319. Requests must be received by February 28, 2018. Limit one request per person or per household.

13. SWEEPSTAKES SPONSOR. Polaris Industries Inc., 2100 Highway 55, Medina, MN 55340.
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