



Take Command Sales Event Remote Control Toy Boat Giveaway

~~~~~ OFFICIAL RULES ~~~~~

ENTRY: NO PURCHASE OR OTHER CONSIDERATION NECESSARY. Simply complete an entry form between January 1 and February 28, 2010 in one of the following two ways: 1.) Go to www.searay.com and fill out an entry form in its entirety, or 2.) Mail a 3" x 5" card with your name, address, phone and email to: Sea Ray Take Command Giveaway, 1082 Headquarters Park Drive, Fenton, MO 63026. Cards must be postmarked between January 1 and February 28, 2010.

ELIGIBILITY REQUIREMENTS: To enter the Giveaway, you must (a) be at least 18 years of age, and (b) be a legal resident of the United States. Employees of Sea Ray Boats, The AVALA Marketing Group, its clients, dealers, subsidiaries, affiliates, marketing, research, advertising, promotion, and production agencies and immediate family and household members are not eligible to enter. Void where prohibited by law.

WINNER SELECTION: There will be a total of nine (9) winners selected. One (1) winner will be selected in a random drawing each week starting on Friday, January 8, 2010 and ending Friday, March 5, 2010. One winner will be selected every Friday during the promotion at or around 9 am, CST by The AVALA Marketing Group.

PRIZE: The prize each week will consist of a toy remote control Sea Ray boat with a retail value of \$25.00. No substitute or transfer of prize is permitted.

GENERAL CONDITIONS: By entering the Giveaway, entrants agree to all terms and conditions of Official Rules and to the decisions of Sea Ray Boats, which are binding and final. Winner will be required to execute and return an Affidavit of Eligibility and Release of Publicity/Liability within 10 days following attempted notification. Non-compliance may result in disqualification and an alternate winner being selected. Acceptance of prize constitutes permission for sponsor and/or its advertising, marketing, research and promotion agencies to publish winner's name and/or likeness, without additional compensation, unless prohibited by law. By entering, entrants agree to hold harmless Sea Ray Boats, their clients, agencies, respective subsidiaries and affiliates, parents, directors, officers, and employees from any and all liability arising from, or in connection with this Giveaway.

LIMITATIONS OF LIABILITY: Sea Ray Boats, their clients and agencies are not responsible for any incorrect or inaccurate information associated with this Giveaway, or for any technical or human error which may occur in processing entries for random drawings, including, but not limited to: lost, late, damaged, illegible, postage due or misdirected entries. If, for any reason, this Giveaway is not capable of running as planned, for any cause beyond the reasonable control of Sea Ray Boats, they reserve the right to terminate, modify or suspend this promotion.

CONDUCT: Sea Ray Boats reserves the right to disqualify anyone found to be tampering with the entry process or operation of the Giveaway, to be acting in violation of the Official Rules, or acting in an unsportsmanlike/disruptive manner.

RULES: To receive a complete copy of the Official Rules, either print them out now or send a self-addressed stamped envelope (SASE) to: Sea Ray Take Command Giveaway Rules, 1082 Headquarters Park Drive, Fenton, MO 63026 by March 15, 2010.

WINNERS LIST: For confirmation of the winners' names and city of residence, send a SASE to: Sea Ray Take Command Giveaway Winners' List, 1082 Headquarters Park Drive, Fenton, MO 63026 by March 15, 2010.

SPONSOR: Sea Ray Boats, 2600 Sea Ray Blvd., Knoxville, TN 37914, 865-522-4181.

ADMINISTRATOR: The AVALA Marketing Group, 1082 Headquarters Park Drive, Fenton, MO 63026, 636-343-9988.