

**Seaside Marine Distribution
"Raymarine Sport Fishing Getaway" Sweepstakes
Official Rules**

NO PURCHASE IS NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT IMPROVE CHANCE OF WINNING

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The "Raymarine Sport Fishing Getaway" Sweepstakes (the "Sweepstakes") begins 12:01 a.m. Eastern Daylight Time ("EDT"), Tuesday, June 1, 2010, and ends 11:59 p.m. EDT, Saturday, July 31, 2010 (the "Promotion Period"). The Sweepstakes is sponsored by, Seaside Marine Distribution, 41698 Eastman Dr., Murrieta, CA 92562 (the "Sponsor").

I. ELIGIBILITY:

The Sweepstakes is open only to business owners who have accounts that are in good standing with Seaside Marine Distribution; are legal residents of the 50 United States or District of Columbia; are at least eighteen years of age or older (19 or older if a resident of AL or NE and 21 in MS) at time of entry. Not open to the general public. Officers, directors and employees of Seaside Marine Distribution, its parent company, divisions, subsidiaries and affiliates, Compliance Sweepstakes Services LLC, and the agents, advertising, promotional and judging agencies of each of the foregoing, and any other entity or persons that develops, produces or distributes materials for or related to this Sweepstakes (collectively "Release Parties"), and members of the immediate families (defined for these purposes as including parents, grandparents, children, grandchildren, siblings, and each of their respective spouse) or households (whether related or not) of any of the above, are NOT eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations, and is void outside the 50 United States and D.C. and where prohibited by law. Winning a prize is contingent upon fulfilling all requirements set forth herein.

II. TWO WAYS TO ENTER:

1.) Participant will:

- a. Receive one (1) entry for each Seaside Marine Distribution \$500 shipment (excluding Personal Navigation Devices, freight charges and sales tax).
- b. Receive three (3) entries for each \$500 shipment that contains a Raymarine product (excluding freight charges and sales tax).
- c. Receive additional entries for additional Seaside Marine Distribution shipments of \$500 minimum (excluding freight charges and sales tax); One (1) entry for each \$500 incremental amount. Shipments containing Raymarine product receive a X3 multiplier.
 - All orders are to be called into 866-732-9433, or placed on-line through www.seaside.com
 - Invoices credited prior to the official drawing date will be excluded from Promotion.
 - The name of the company and company's owner will be entered into the Sweepstakes database at time of product purchase and/or receipt of signed purchase order for the random drawing. If there is more than one owner, it will be the owner who signs off on purchases.
 - All orders must be received and credited by July 31, 2010.

2.) Enter by hand printing on a 3" x 5" card, in black or blue ink, your first name, last name, email address (if available), mailing address, city, state, zip, day and evening phone numbers with area code first, and date of birth. Mail the 3" x 5" card in a **hand printed first class stamped envelope** to: Seaside Marine "Raymarine Sport Fishing Getaway" Sweepstakes, 90 Rockwood Place, Rochester, NY 14610.

- a. All entries must be postmarked by July 31, 2010, and received by August 4, 2010
- b. Each properly completed and received card will receive one (1) entry into the Sweepstakes drawing.
- c. Typed, computer generated, or otherwise mechanically reproduced 3" x 5" cards, and outer envelopes are NOT allowed and will not be accepted.
- d. Proof of sending a submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for mail that is lost, late, incomplete, invalid, unintelligible, illegible, stolen, damage, or misdirected. Postage due mail entries will be disqualified.
- e. All entries become the exclusive property of Sponsor and will not be acknowledged or returned.

III. DRAWING AND NOTIFICATION: There will be a random drawing conducted on or about August 20, 2010, by a third party administrator ("the Administrator"), an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. Potential winner will be notified by phone and email. Upon initial notification and verification of potential Grand Prize winner, confirmation will be sent to winner in writing via USPS mail, or other home delivery service of Sponsor's choice.

IV. PRIZES:

One (1) Grand Prize Winner will receive an all-inclusive Sport Fishing Getaway with Raymarine Pro Ambassador, Ray Rosher! The prize is for 4 days / 3 nights for the Winner and a guest, which includes airfare and hotel accommodations at the Loews Resort Miami Beach, Florida; a fishing excursion with Raymarine's Ray Rosher, a world Billfish champion; and \$500 spending cash. Approximate Retail Value ("ARV") \$7,000. Note: Cash alternative of \$5,000 may be offered in lieu of the Sports Fishing Getaway trip prize.

In Addition: The Grand Prize winner will participate in a chance-based game to determine if he/she will win \$50,000 Cash. The Grand Prize winner will be invited to select and remove two (2) envelopes from twenty-five (25) sealed envelopes. Two of these 25 envelopes contain a certificate for the \$50,000. The winner must select both winning envelopes. The winning envelope(s) will be revealed if not selected by the winner. Total Prize Pool ("ARV") is \$57,000.

Odds of winning in any drawing depend upon the number of entries received by the time of that drawing. Sponsor reserves the right, at its sole discretion, to substitute any prize package with another prize of equal or greater value in the event that the advertised prize (or any component thereof) is not available. All decisions by Sponsor as to prize winners and prizes are final.

V. TRIP PRIZE CONDITIONS: The Grand Prize winner will receive two economy class tickets from a major airport nearest to winner's U.S. residence as determined by Sponsor in its sole discretion. The prize package also includes three (3) nights' lodging (King Suite accommodations). The total value of the airfare, hotel accommodations, and extras cannot exceed \$3,500 of the \$7,000 prize package. All travel arrangements must be made through a travel agent selected by the Sponsor. While prize suppliers will make every effort to confirm reservations as requested, operational and/or market conditions may prevent them from doing so on the requested date. Winner, who lives within a 200-mile radius of the Loews Miami Beach Hotel, will not receive the air transportation portion of the prize, but a \$250 travel allowance. It is each winner's sole responsibility for winner and any guest to obtain and travel with all required documents. Winner and travel companion must execute liability/publicity release and travel companion waiver prior to issuance of travel documents. If the travel companion is a minor, the parent or legal guardian must sign and return the required liability/publicity release (see requirement below) and Winner must be the minor's parent or legal guardian. Sponsor will not replace any lost, mutilated, or stolen travel vouchers or certificates. Once travel commences, no stopovers are permitted; if stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the trip. Travel restrictions, conditions and limitations may apply. The winner will be responsible for all tips, gratuities, service charges, taxes, meals, ground transportation not specified, hotel room service, laundry service, alcoholic beverages, merchandise, souvenirs, local and long-distance telephone calls and any other incidental costs or expenses not identified in these Official Rules. In addition, each winner and guest is responsible for any federal, state, and local tax consequences and for compliance with all governmental reporting and payment requirements. Blackout dates may apply. The prize is not transferable.

VI. PRIZE CONDITIONS: Each winner is required to comply with any and all applicable federal, state and local laws, rules and regulations. The value of the Prize may be taxable as income and the Winner is solely responsible for all matters relating to the Prize, including, but not limited to all applicable federal, state and local taxes that become due with respect to the Prize. The winner will be required to sign an Affidavit of Eligibility and Liability/Publicity Release, and return it within 14 days of written notification. If a prize or prize notification is returned as unclaimed or undeliverable to a potential winner, if potential winner cannot be reached within three (3) calendar days from the first notification attempt, or if potential winner fails to return requisite document within the specified time period, or if a potential winner is not in compliance with these Official Rules, then such person shall be disqualified and, an alternate winner may be selected for the prize at issue. All taxes, if applicable, are the sole responsibility of the winner. The winner's entry and acceptance of the prize offered constitutes permission (except where prohibited) for the Sponsor to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media, in perpetuity, without notice or further compensation.

VII. TERMS AND CONDITIONS: This Sweepstakes is subject to all applicable federal, state, and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Administrator, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. Entrants also consent to the use of the personal data they submit to be used solely by the sponsor and affiliated partners for marketing purposes, statistical analysis, or customer relations. This information will never be sold or shared with third parties and all entrants will be given the opportunity to opt-out at any time. **This Sweepstakes is void where prohibited.**

VIII. ENTRY ERRORS/TAMPERING

Sponsor is not responsible for: (i) electronic or digital transmissions or any entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, postage-due or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to entrants' or any person's computer and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (iv) any entries submitted in a manner that is not expressly allowed under these rules; (v) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes, (vi) any typographical or other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prize/prize winners; or (vii) malfunctions or interference resulting from illicit, malicious or injurious code (including but not limited to viruses, worms and denial of service attacks). If for any reason the Sweepstakes cannot be executed as planned, including but not limited to transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right to cancel, modify or terminate the Sweepstakes and reserves the right, but shall not be obligated, to randomly select the winners from among all non-suspect entries received as of the date/time of such termination/cancellation or modification. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR OTHERWISE CORRUPT THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor reserves the right to void all entries made through any robotic, automatic, mechanical, programmed or similar entry duplication method and to disqualify any individual using such a method. Any entrant determined to be involved in such prohibited activity will not be eligible to receive a prize in this Sweepstakes.

IX. RELEASES: Except where prohibited by law, acceptance of a prize constitutes winner's agreement to hold harmless Sponsor, Compliance Sweepstakes Services LLC, their parents, affiliates and subsidiary companies, advertising and promotion agencies, and the officers, directors, employees and agents of each of them (individually and collectively for the purposes of this paragraph IX, "Release Parties") from and against any injuries, losses or damages arising in any way from or in connection with their participation in this Sweepstakes, the acceptance, possession or use of the prize, Sweepstakes Parties' reliance upon winner's compliance with these Official Rules, or winner's participation in prize related activities, and further constitutes winner's agreement that the Sweepstakes Parties may use winner's name, voice, likeness and/or biographical data for advertising and promotional purposes in any and all media worldwide without limitation or additional compensation.

X. GOVERNING LAW/DISPUTES: Except where prohibited, as a condition of participating in this Sweepstakes, entrant agrees that any and all disputes that cannot be resolved between the parties, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, or the determination of winners shall be resolved individually, without resort to any form of class action, exclusively by arbitration pursuant to the commercial arbitration rules of the American Arbitration Association, then effective. Further, in any such dispute, under no circumstances will entrant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees and entrant further waives all rights to have damages multiplied or increased. The arbitration shall be conducted in the State of California, in the City of Murrieta, County of Riverside, and judgment on the arbitration award may be entered into any court having jurisdiction thereof.

XI. WINNERS LIST/OFFICIAL RULES REQUEST: For the names and city/state of residence of prizewinners or a copy of these Official Rules send a self-addressed, stamped envelope postmarked by 9/10/10 and received by 9/15/10, specifying Winners List or Official Rules request to: CSS/ "Seawide Marine Distribution "Sport Fishing Getaway", 106 Elm St, Stonington, CT 06378. VT & WA residents may omit return postage.

XII. SPONSOR: Seawide Marine Distribution, 41698 Eastman Drive, Murrieta, CA 92562

XIII. MISCELLANEOUS: The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or

company, or the inclusion of a product or service as a prize, does not imply any association with or endorsement by such individual, group or company or the manufacturer or distributor of such product or service and, except as otherwise indicated no association or endorsement is intended or should be inferred. The invalidity or unenforceability of any provision of these Official Rules or the Prize Acceptance Release will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Prize Acceptance Release is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. For Participant, to the extent there is a conflict between Official Rules appearing any other location and any terms of use or other agreements posted on the Sponsor's Web Site, these are the Official Rules to be abided by.