

FLUKE FOOTBALL BIG GAME SWEEPS

End User Full Rules

FINAL: 09/28/2009

Fluke Football BIG GAME SWEEPS

NO PURCHASE NECESSARY

1. **ELIGIBILITY AND TERM:** Sweepstakes is not open to the general public. Open only to U.S. residents age 21 or older who are licensed contractors, employees of licensed contractors, professional tradesmen or otherwise employed in an engineering, building, manufacturing, maintenance, or construction profession. Void where prohibited by law. Sweepstakes starts on October 05, 2009 and ends on December 31, 2009.

2. **TO ENTER AND PARTICIPATE:**

Eligible individuals may enter the Fluke Football BIG GAME SWEEPS for a chance to win a trip for two to the Big Game in Miami, February 7, 2010, by simply going on-line to www.fluke.com/footballsweeps, viewing a demo or video featured on the webpage and completing the on-line entry form. A secondary method of entry is to go to a participating Fluke distributor, receive a live demonstration on one of the eight (8) new and featured Fluke products outlined in the program, fill out an official entry form, completing all required information, and mail it to the address below. Only one entry per person.

Fluke Football Sweepstakes

CSE, Inc.

P.O. Box 510596

New Berlin, WI 53151-9808

All entries by any means must be received by December 31, 2009. Any entrant in the sweepstakes attempting to defraud Fluke Corporation will be disqualified and subject to prosecution to the full extent of the law.

3. **WINNING STATUS DETERMINATION:** One Grand Prize winner will be determined in a random drawing from all entries received. The drawing will be conducted on or about January 1, 2010 under the supervision of CSE, an independent judging organization. By participating, entrant agrees to the Official Rules and the decisions of the judges, which are final and binding in all respects. Winner will be required to sign and return an Affidavit of Eligibility, a liability release and a Publicity Release (where legal), within 5 days of prize notification. Travel companion of the winner (if a minor, his/her parent or legal guardian) must sign and return a Liability Release and a Publicity Release (where legal), prior to issuance of travel documents. If guest/companion is a minor, he/she may only accompany

his/her parent or legal guardian on the trip. Non-compliance with these requirements as applicable may result in disqualification with an alternate winner being selected. If prize or prize notification is returned as undeliverable, such prize will be forfeited and an alternate winner selected at random.

4. SWEEPSTAKES PRIZE/APPROXIMATE RETAIL VALUE (ARV)/ODDS OF WINNING.

Grand Prize: One (1) trip for two to Miami, Florida and two (2) tickets to attend the Big Game on February 7, 2010. Prize includes round trip coach airfare from a major regional airport within the US and ground transfers to/from hotel and game, hotel accommodations, and complimentary rent-a-car. The approximate retail value of the prize is \$4,000. No cash substitute. Fluke Corporation is not responsible for any third party terms and conditions associated with the prize or the actual quality of any aspect of the prize. Odds of winning the grand prize depend on the total number of entries received.

5. GENERAL: Fluke Corporation, Catalyst Marketing and their respective agencies are not responsible for lost, late, damaged, destroyed, delayed, stolen, misdirected entries or postage due mail, or technological, hardware, software, server, infrastructure or any other problems associated with the program website, email or the internet, whatever their root cause, or errors and omissions in printed or other communication materials, without exception in relation to the sweepstakes. Once submitted, all program documents and data become the exclusive property of Fluke Corporation and will not be acknowledged or returned. Employees, directors and officers of Fluke Corporation, Catalyst Marketing, their respective parent companies, affiliated companies, subsidiaries or any of their agents, advertising, promotional and other agencies, and their immediate families (parents, siblings, children and spouse), persons living in the same household (whether related or not) as such employees/directors/officers as well as members of the general public are not eligible to enter the Promotion or win a prize. Promotion is subject to all applicable federal and state laws and regulations. Participation and receipt of prize is subject to written company policies of entrant's employer regarding employee participation in third-party promotions. By entering, entrants release and agree to hold harmless Fluke Corporation, Catalyst Marketing, their respective parent companies, subsidiaries, affiliated companies and the directors, officers, employees and agencies of any of the above entities from any liability whatsoever for any injuries, losses or damages of any kind resulting from acceptance, possession or use/misuse of any prize or participation in the Promotion. Except where prohibited by law, by accepting a prize, winner agrees that Fluke Corporation and its affiliated companies, may use the participant and winner's name, address (city, state), photograph, videotape, likeness, and/or prize information for advertising, publicity and

promotional purposes and to the use of statements made by or attributed to winner relating to Fluke Corporation or its affiliated companies, or to this Promotion and grants to Fluke Corporation any and all rights to said use without limitation or further compensation. No prize, cash substitutes allowed except at Fluke Corporation's sole discretion due to prize unavailability for any reason and only then for prize of equal or greater value. No prize transfer. Taxes on prize are solely the responsibility of the winner. For the name of grand prize winner, visit www.fluke.com between [01/15/2010 and 02/15/2010]. **Sponsored by Fluke Corporation.**