

WIN GREAT STUFF!

25 FOR 25: OFFICIAL CONTEST RULES NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST

HOW TO ENTER: To enter, go to www.bootdoctors.com/Win, simply fill out the form and make sure you are a Facebook™ fan of "BootDoctors and Paragon Outdoors." One name will be drawn every two weeks and declared a winner, and winners will be notified via Facebook™. Limit one entry per person. Any entry that is incomplete, irregular, or does not meet the rules below may be disqualified. Participation in this Contest constitutes the entrant's full and unconditional agreement and acceptance of these Official Rules, which shall be final in all respects. If the identity of a Facebook™ entrant is disputed, the authorized account holder at the time of entry will be deemed to be the entrant. A selected entrant may be required to provide proof that he/she is the authorized account holder of the Facebook™ identity associated with the Win Great Stuff! form.

ELIGIBILITY: the Win Great Stuff! Contest is open only to legal residents of the United States who are 19 years of age or older as of June 1, 2011. Employees of BootDoctors and Paragon Outdoors and their respective affiliates, sponsors, advertising and promotion agencies and members of the immediate family (parent, child, sibling and spouses) and of the household in which all such persons are domiciled are not eligible to enter. Void where prohibited or restricted by law. The Contest is subject to all federal, state and local laws and regulations.

WINNING: BootDoctors and Paragon Outdoors shall select winners of Win Great Stuff! Contest at random. Any decision by BootDoctors and Paragon Outdoors as to the conduct of this Contest and selection of the winner shall be final and binding. BootDoctors and Paragon Outdoors will announce and notify each selected winner via Facebook™ every two weeks. In the event that a selected winner is not eligible to claim his/her prize, is unable to collect the prize or does not respond within 15 days after notification of winning, said winner shall forfeit the prize and will not receive any cash value or rain check. In such event, no further winner will be selected for that specific drawing and the applicable prize will stay in the prize pool and be awarded in conjunction with a future Win Great Stuff! drawing. Each Contest winner is solely responsible for the reporting and payment of any applicable taxes on any awarded prize. Any winner may waive his or her rights to receive a prize. BootDoctors and Paragon Outdoors reserves the right to substitute a prize of equal or greater value in the event that the specified prize is unavailable due to circumstances beyond their control. The winner is solely responsible for any costs incurred outside of what is specified in the prize. **Transportation to and from Telluride, Colorado, is NOT included in any of the Contest's prizes.**

PRIZES/CONSUMER DISCLOSURE: The inaugural prize for the first Win Great Stuff! drawing will be held on August 1, 2011. For every drawing thereafter, prizes will vary in type and value. BootDoctors and Paragon Outdoors will select awards from its prize pool consisting of merchandise, guided adventures, equipment rentals and more. All contest prizes are

non-transferable, non-exchangeable, non-refundable, have no redeemable cash value and must be accepted by the winner as awarded. Certain prizes may have conditions or restrictions attached to them (for example, that a skier possesses a certain skill level) that must be met in order for the winner to use or receive them. Depending upon the prize, the winner may be required to sign a waiver by the prize's sponsor. Winner agrees to such conditions or restrictions and acknowledges that if such conditions or restrictions are not met, the prize may not be awarded to winner.

ODDS OF WINNING: The odds of winning any prize depends on the number of eligible fans who fill out the Win Great Stuff! form at www.bootdoctors.com/Win.

RELEASE: By entering the Contest, entrants acknowledge that they are releasing BootDoctors and Paragon Outdoors and their respective affiliates, sponsors, advertising and promotion agencies and the immediate family and household members of the above, and each of their respective affiliated companies, directors, officers, employees, board members, representatives and agents (the "Released Parties") from any liability whatsoever for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest or with the acceptance, possession, or use of any prize, including any skiing or snowboarding related thereto (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light). By entering the Contest, entrants also agree to fully indemnify the Released Parties from any and all claims, costs, losses, or damages of any kind, including reasonable attorney's fees, arising out of or in connection with the Contest, including any use of the prize, by any third parties. BootDoctors and Paragon Outdoors reserves the right to require any winner to sign and return a declaration of eligibility, compliance with the Official Rules, acceptance of any condition or restriction on any prize, liability release and publicity consent before any prize is awarded.

LIMITATION OF LIABILITY: The Released Parties are not responsible for: (a) any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or Facebook™ system to be received by BootDoctors and Paragon Outdoors on account of technical problems or traffic congestion on the Internet or any website, or any combination thereof, including any injury or damage to an entrant's or any other person's computer, related to or resulting from playing or viewing or downloading materials in this promotion including the recording of Contest results; (b) any incomplete or inaccurate information, whether caused by the web site users or by any equipment of programming associated with or utilized in the contest, or by any technical or human error which may occur in the processing of entries; or (c) the theft, destruction or unauthorized access to, or alteration of, entries or the website. BootDoctors and Paragon Outdoors is not responsible for typographical or other errors in the administration of this Contest, including, without limitation, errors in advertising, the Official Rules, the selection or announcement of winners, or the distribution of any prize. BootDoctors and Paragon Outdoors reserves the right to terminate this Contest or to change these Official Rules at any time. BootDoctors and Paragon Outdoors reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should a virus or bug or other cause beyond the reasonable control of BootDoctors and Paragon Outdoors or their agents corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, BootDoctors and

Paragon Outdoors reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. BootDoctors and Paragon Outdoors reserves the right in its sole discretion to disqualify any individual who is found (i) to be tampering with the entry process or operation of the Contest; (ii) to be acting in violation of the Official Rules; or (iii) to be acting in an un-sportsmanlike or inappropriate or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person, or to post inappropriate or demeaning material on the web page.

USE OF WINNER'S NAME, LIKENESS, ETC.: By entering this Contest, all entrants hereby grant to BootDoctors and Paragon Outdoors the unlimited right (but not the obligation) to publish or use, without payment or other compensation and without notice, consent or approval, his/her name, photograph and likeness, general place of residence, voice and the whole or part of any statement or statements he/she has made or makes about the Contest or a prize in any publicity, program or advertising, without geographic limit and in perpetuity, in any medium now or hereafter devised (including, without limitation, the Internet), and hereby consents unconditionally to any such publication or use without further notice, consent, approval or compensation.

LAW: These terms and conditions shall be governed by, construed and enforced in accordance with the laws of the State of Colorado, United States of America, without regard to choice of law principles. Entrant hereby agrees and irrevocably consents to submit to the exclusive jurisdiction and venue of the San Miguel County District Court, located in the State of Colorado, United States of America, for any claims arising from or related to this Contest. All claims shall be resolved individually, without resort to any form of class action.

CONTEST SPONSOR: BootDoctors Inc (AKA Paragon Outdoors); PO Box 41, Taos Ski Valley, NM 87525