

**KOA What's Behind the Yellow Sign Giveaway
Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN.
A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

1. **Eligibility:** The KOA What's Behind the Yellow Sign Giveaway (the "Promotion") is open only to legal residents of the United States, the District of Columbia (excluding Hawaii and Alaska), and Canada (excluding Quebec) (the "Territory") who are 18 years of age or older and located in the Territory at the time of entry. Kampgrounds of America, Inc. ("Sponsor"), Sponsor franchisees, Keystone RV Company, SweepstakesPros ("Promotion Administrator") and their respective parents, subsidiaries and affiliated companies, retailers, sales representatives, dealers, distributors, licensees and the advertising, fulfillment, judging and promotion agencies involved in the development and administration of this Promotion and each of their respective officers, directors, employees and agents (collectively, "Promotion Parties"), and their immediate family members and persons living in the same households of each (whether related or not) are not eligible to participate. The Promotion is subject to all applicable federal, state and local laws and is void outside the Territory and where prohibited by law. By participating in this Promotion, entrants (and their parents or legal guardians if entrants are deemed minors in the jurisdictions in which they reside) agree to abide by and be bound by the Official Rules and decisions of the independent Promotion Administrator, which shall be final in all matters relating to the Promotion. If an entrant is 18 years of age or older, but deemed to be a minor in the jurisdiction where s/he resides, s/he must have the consent of a parent or legal guardian to participate in the Promotion. Sponsor or Administrator may require proof of consent at any time and in any manner they deem appropriate.
2. **Promotion Period:** The Promotion begins at 12:00 a.m. Mountain Time ("MT") on March 1, 2017 and ends at 11:59 p.m. MT on May 31, 2017 (the "Promotion Period").
3. **How to Enter:**
 - a. **Online Entry:** During the Promotion Period, go to www.behindthesigngiveaway.com or the promotion application on the KOA page on Facebook, www.facebook.com/koakampgrounds (the "Websites") to locate the official entry form. Follow the on-screen directions, complete all required registration fields and submit to enter ("Online Entry"). Entrants must complete all required information. LIMIT ONE (1) ONLINE ENTRY PER PERSON/EMAIL ADDRESS PER DAY.
 - b. **Share Entry.** After you have entered the Promotion, you may earn an additional entry by sharing the Promotion on Facebook or Twitter (a "Share"). Click on the Facebook or Twitter share link on the Websites and tweet the post from your Twitter account or share on your Facebook timeline (each a "Share Entry"). Each tweet or Facebook post must contain the hashtag #KOAgiveawayEntry. You will receive one (1) Share Entry for each person that enters via the link in your Share. You will receive a Share Entry: a) only once per referred friend; b) only the first time your friend successfully enters the Promotion; c) only if your friend has not previously entered the Promotion; and d) only if your friend enters the Promotion immediately after clicking on the link contained in your Share. You may only refer persons with whom you have an existing personal relationship and with whom a message from you would not be considered spam. THERE IS NO LIMIT TO THE NUMBER OF SHARE ENTRIES PER PERSON/EMAIL ADDRESS.

All entries become the exclusive property of the Sponsor and will not be acknowledged or returned except as provided herein. Entries which are incomplete, incorrect, incomprehensible, not received, or do not otherwise comply with these Official Rules will be void and will not be entered into the Promotion's prize drawing. Entries made by any other manner not specifically allowed under these Official Rules will not be entered into the Promotion and may result in

disqualification of the responsible entrant. You are not a winner until your prize claim is validated and you receive official written notification from the Sponsor or the Promotion Administrator. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be declared made by the person in whose name entry was made.

4. **Grand Prize Drawing:** On or about June 7, 2017, in San Jose, California, the Promotion Administrator will conduct a random drawing from among all eligible entries received during the entire Promotion Period.
5. **Prizes, Approximate Retail Value ("ARV") & Odds of Winning:** One (1) Grand Prize: A Keystone Outback 2017 293UBH Travel Trailer (ARV \$28,292), one (1) \$500 KOA Gift Card and a cash prize of \$1,000 (awarded by check). Total prize value of Grand Prize is \$29,792. Use of the gift card is subject to the terms, conditions and policies of the issuer. No substitution, cash redemption or transfer of prizes is permitted except at Sponsor's sole discretion or as provided herein. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute a prize of equal or greater value. Sponsor will determine all features of the recreational vehicle including, but not limited to, color of exterior and interior. All other features or upgrades will be allowed only if permitted by delivery dealer and paid for by winner. Winner of recreational vehicle must be a licensed driver and will be required to provide proof of insurance at time of delivery. Winner of recreational vehicle is responsible for sales tax, title, transfer, license, registration, dealer preparation costs, auto insurance and other fees associated with prizes. Winner of recreational vehicle must take delivery of recreational vehicle (a) from a dealership located nearest the winner determined solely by Sponsor; and (b) within thirty (30) days after winner validation. Winner of recreational vehicle agrees that Keystone has neither made nor is responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the recreational vehicle, including but not limited to its quality, mechanical condition or fitness, except the recreational vehicle does include Keystone's standard recreational vehicle limited warranty as set forth in the vehicle's Owner's Guide. Arrangements for delivery of prize(s) will be made after winner validation. **LIMIT ONE (1) PRIZE PER PERSON/EMAIL ADDRESS/HOUSEHOLD.** If a prize is won by an entrant who is 18 years or older, but deemed to be a minor in the jurisdiction where s/he resides, the prize will be awarded in the name of the winner's parent/legal guardian. Odds of winning a prize depend on the number of eligible entries received. Prizes will be awarded only to an address within the Territory provided they are claimed properly in accordance with these Official Rules. At the Sponsor's discretion, unclaimed prizes may not be awarded. Canadian residents must correctly answer a time-limited, mathematical skill-testing question (without assistance of any kind, mechanical or otherwise) if selected as a potential winner, in order to claim a prize.
6. **Notification & Validation of Winners:** Potential winners (and/or his/her parent/legal guardian if winner is 18 years or older, but deemed to be a minor in the jurisdiction where s/he resides)) will be contacted by telephone, email, regular mail or overnight mail, and may be required to complete, sign and return an affidavit of eligibility, a liability release, tax forms, and where lawful, a publicity release within a stated amount of time. The return of any notification as undeliverable or failure to respond to notices or return any required documents or information in a timely manner or a determination that a potential winner is ineligible or not in compliance with these Official Rules, as determined solely by the Promotion Administrator, may result in disqualification of the winner and forfeiture of the corresponding prize, and the choosing of an alternate winner in a random drawing from among the remaining eligible entries.
7. **Limitations:** Promotion Parties are not responsible for: (i) electronic or digital transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected, or not received by Sponsor or Promotion Administrator for any reason; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation of transmission, communication failures (including but not limited to failures or malfunctions of phone lines, telephone systems or other communications systems), destruction of or unauthorized access to, or alteration of, entries, or for printing,

distribution or production errors; (iii) failed or unavailable hardware, network, software or telephone transmissions; (iv) damage to entrants' or any person's computer; (v) causes beyond Promotion Parties' reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion; (vi) any entries submitted in a manner that is not expressly allowed under these Official Rules (all such entries will be disqualified); (vii) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Promotion; (viii) any typographical or other error in the printing or advertising related to the Promotion, in the administration or execution of the Promotion, or in the announcement/notification of prize winners; (ix) by any human, or other error, which may occur in this Promotion or (x) cheating or fraud by any participant. All incomplete or non-conforming entries will be disqualified.

8. **Modification, Suspension and Termination:** If for any reason this Promotion cannot be executed as planned, including but not limited to infection by virus, bugs, tampering, unauthorized intervention, fraud, technical failures, social media mandate, or any other causes beyond the control of Sponsor or Promotion Administrator that corrupt or affect the security, administration, integrity, fairness or proper conduct of this Promotion, or if this Promotion is compromised or becomes corrupted in any way, electronically or otherwise, Promotion Administrator reserves the right, in its sole discretion, to void suspect entries/entrants and/or modify, suspend and/or terminate this Promotion. If the Promotion is terminated before the stated end date of the Promotion Period, the Promotion Administrator may select the winners in a random drawing from among all eligible, non-suspect entries received as of the time/date of termination.
9. **Disqualification:** Promotion Administrator reserves the right, in its sole discretion, to disqualify any individual who tampers with or attempts to tamper with the entry process, who acts in a disruptive or unfair manner, or who attempts to enter using any automatic or programmed entry method, or any entry service. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND/OR PROMOTION ADMINISTRATOR RESERVE THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
10. **Releases:** By participating in this Promotion, entrants (and their parent/legal guardians if entrants are 18 years or older, but deemed to be a minor in the jurisdiction where s/he resides) agree (and agree to confirm in writing): (a) all causes of action arising out of or connected with this Promotion, or any prize awarded, shall be resolved individually, without resort to any form of class action; (b) to release, defend, indemnify and hold harmless Promotion Parties, Facebook and Twitter from and against any liability, loss, claim or cause of action, including, but not limited to, injury, death or damages arising out of participation in this Promotion or the acceptance, possession, use or misuse of any prize received in this Promotion; and (c) to waive all rights to claim punitive, indirect, incidental and consequential damages, attorneys' fees, court costs, or any damages other than actual out-of-pocket costs incurred to enter, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO APPLICABLE PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.
11. **Publicity:** Except where prohibited, participation in the Promotion constitutes each entrant's (and his/her parent/legal guardian if entrant is 18 years or older, but deemed to be a minor in the jurisdiction where s/he resides) permission for the Sponsor and its agencies to use entrants' names, photos, voices and/or likenesses for purposes of advertising and publicity in all media now known or hereinafter invented without territorial or time limitations and without compensation or notice.
12. **Privacy:** The personal information collected through this Promotion is subject to Sponsor's Privacy Policy located at <http://koa.com/privacy/>. By entering this Promotion, you (and your

parent or legal guardian if you are 18 years or older, but deemed to be a minor in the jurisdiction where you reside) agree to the use of your personal information as described in the above Privacy Policy. In the event there is a conflict between Sponsor's Privacy Policy and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

13. **Choice of Law and Jurisdiction:** This Promotion is offered only in the Territory and is governed by the laws of the State of Montana. By entering, entrants irrevocably consent to the sole and exclusive jurisdiction of the courts of the State of Montana located in the county of Yellowstone for any action, suit or proceeding arising out of or relating to this Promotion.
14. **Severability & Conflicts:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or made by any representative of Sponsor or Promotion Administrator, and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.
15. **Winners' List:** To view the winners' list for this Promotion, please visit www.behindthesigngiveaway.com/winners. The winners' list will be available after winner validation has been completed.
16. **Sponsor:** Kampgrounds of America, Billings, MT 59101. Mail-in entries are not accepted at this address.
17. **Promotion Administrator:** The Promotion is administered and judged by SweepstakesPros, P.O. Box 18404, San Jose, CA 95158. Mail-in entries are not accepted at this address. All comments, questions and complaints regarding this Promotion must be directed to the Promotion Administrator from the Help link on the Websites only, and NOT to Facebook or Twitter.

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