

Official Rules
"Jim Shockey Hunt Giveaway"
Sponsored by
Rocky Top Building Products

REQUIREMENTS AND GRAND PRIZE WINNER SUMMARY (including but not limited to the following):

- Enter online at www.rockytopbp.com
- Winner will be contacted via phone or email provided.
- Winner must provide proof of residency, valid hunting license and passport at time of drawing.
- Winner will have seven (7) days to provide proof of travel arrangements to Saskatchewan, Canada.
- Arrive in Saskatoon, Saskatchewan November 6, 2010 and stay at Saskatoon Inn at his/her expense.
- Accommodations provided for six (6) nights at hunt site, including transportation to and from site.
- Allowed to kill one (1) deer.
- Return to Saskatoon Inn on November 13th; hotel accommodations at his/her expense.
- Depart November 14, 2010.
- Visit www.jimshockey.com for more information on Guided Hunts.

1. NO PURCHASE NECESSARY TO ENTER THE DRAWING FOR THE HUNTING TRIP. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

2. Entry Period: "Jim Shockey Hunt Giveaway" (the "Sweepstakes") commences at 12:00:01 AM (ET) on March 1, 2010 and ends at 11:59:59 PM (ET) on August 31, 2010 (the "Sweepstakes Period"). All entries must be received by 11:59:59 PM (ET) on August 31, 2010.

3. Eligibility: This Sweepstakes is open to residents of the following states: Virginia, West Virginia, Pennsylvania, Maryland Delaware, New Jersey, New York, Ohio and Connecticut. Entrants must be at least 18 years of age or older at time of entry, possess a valid hunting license from an eligible state and possess a U.S. passport at time of drawing. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of Rocky Top Building Products, a subsidiary of The Franklin Group and its affiliated companies ("Released Parties") are not eligible to enter Sweepstakes. By participating in this Sweepstakes, entrants: (a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by Rocky Top, and by the decisions of Rocky Top, which are final and binding in all matters relating to the Sweepstakes; (b) release and hold harmless Released Parties against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes and/or use or misuse or redemption of the Grand Prize (as hereinafter defined); and (c) acknowledge compliance with these Official Rules.

4. To Enter:

NO PURCHASE NECESSARY TO ENTER.

(a) Method of Entry: Visit www.rockytopbp.com, the official website of sponsoring company. Follow instructions to opt-in to Sweepstakes and complete all required fields on the online entry form. All entries submitted under this paragraph 4(a) in accordance with these Official Rules shall be hereinafter referred to as the "Online Entry" or "Online Entries". In the event of a dispute over who submitted a winning Online Entry, the authorized subscriber of the e-mail account used to participate in the Sweepstakes at the actual time of entry will be deemed to be the entrant. The authorized account subscriber is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

All Online Entries must be received by 11:59:59 AM (ET) on August 31, 2010. The odds of winning the Sweepstakes depend on the number of Online Entries received.

5. Grand Prize Winner Selection/Notification: There will be one (1) grand prize winner ("Grand Prize Winner") randomly selected from among all of the Online Entries on or about September 6, 2010. Rocky Top will make up to two (2) attempts over the 48 hour period following Grand Prize Winner selection to contact the potential Grand Prize Winner via the telephone number(s) provided on his/her entry form and/or contact using the email provided. If the potential Grand Prize Winner cannot be reached during the 48 hour period in which he/she is contacted, the potential Grand Prize Winner will be

disqualified. Due to the time restraints as to when the Grand Prize trip must be taken, only if time permits will an alternate Grand Prize Winner will be selected from among the remaining applicable Eligible Entries received.

6. **Grand Prize Winner Verification:** The potential Grand Prize Winner must prove eligibility, including, without limitation, proof of age, proof of valid hunting license in an eligible state, and a valid U.S. passport. In the event of non-compliance by the potential Grand Prize Winner such potential Grand Prize Winner shall be disqualified and all privileges otherwise due as the Grand Prize Winner shall be terminated and an alternative potential Grand Prize Winner may be chosen from among all of the remaining applicable Online Entries received in Rocky Top's sole discretion. The Grand Prize Winner must sign such documents from Rocky Top: (a) an affidavit of eligibility and release of Released Parties from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Sweepstakes or the use/misuse or acceptance of any Grand Prize (as hereinafter defined) or any portion thereof to be eligible for the Grand Prize; and (b) except where prohibited by law, a promotional release granting Released Parties the right to use their name and likeness for advertising and publicity purposes without additional compensation. Entry into this Sweepstakes constitutes agreement to sign such releases. Grand Prize Winner also must acknowledge that Rocky Top has not and will not obtain or provide insurance of any kind relating to the Grand Prize and that Grand Prize Winner will be responsible for obtaining and paying for any life, travel, accident, property or other form of insurance relating to the Grand Prize. Grand Prize Winner must also complete any additional legal documents provided by Rocky Top (or third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the time frame specified by Rocky Top or Grand Prize Winner may forfeit Grand Prize at Rocky Top's sole discretion. All decisions by Rocky Top relating to the Sweepstakes are final and binding. Rocky Top expressly reserves the right to delay the announcement of the Grand Prize Winner for creative or technical reasons or for any other reason Rocky Top deems necessary.

7. **Grand Prize:** The one (1) Grand Prize Winner will receive a trip for one for a six-day hunting adventure in Saskatchewan, Canada currently scheduled for on or around November 8, 2010 (the "Hunt"). Hunt dates subject to change at Rocky Top's sole discretion. If Grand Prize Winner cannot travel on dates specified by Rocky Top, Grand Prize Winner will forfeit all rights to the prize. Rocky Top is not responsible if potential Grand Prize Winner is unable or unavailable to accept prize. Within seven days of being verified the Grand Prize Winner, he/she must produce proof of transportation to pick-up/drop-off site in Saskatoon, Saskatchewan on or around November 6, 2010. Failure to do so will forfeit the Grand Prize and an alternate will be chosen at Rocky Top's discretion. The trip will include (i) accommodations and food for one at the Hunt (ii) round trip ground transportation for Grand Prize Winner between hotel in Saskatoon and Hunt; (iii) license, allocation, tag, non-resident hunter fee, processing fees and other government fees for Grand Prize Winner.

Grand Prize Winner will be responsible for (i) travel to and from Saskatoon, Saskatchewan, Canada; (ii) two (2) nights hotel accommodations in Saskatoon, Saskatchewan – one (1) prior to hunt and one (1) following the hunt; (iii) any meals, telephone calls, tips and other incidentals during travel and hotel stay. (Collectively, the "Grand Prize.")

The approximate retail value ("ARV") of the Grand Prize is \$5,000.00. The ARV is subject to change based on current market conditions at time of Grand Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be rewarded. No other substitution, transfer or cash equivalent permitted in the event, for any reason, Rocky Top is unable to award the Grand Prize. Rocky Top reserves the right not to award the Grand Prize if it determines, in its sole discretion, that an insufficient number of Online Entries were received during the Sweepstakes Period.

If a Grand Prize Winner is not available to travel on the dates specified by Rocky Top, Grand Prize Winner privileges and Grand Prize will be terminated and an alternative Grand Prize Winner will be selected from the remaining Online Entries if time permits. Grand Prize Winner must possess valid travel documents in order to travel. Rocky Top shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations necessitated by same. All dates are subject to change at Rocky Top's sole discretion. If for any reason any Grand Prize related event is delayed, cancelled or postponed, Rocky Top reserves the right, but is not obligated, to cancel or modify the Sweepstakes in its discretion and shall award a substitute prize of equal or greater value, which may include, but is not limited to, a cash prize equivalent to the ARV of the trip portion of the Grand Prize as set forth in these Official Rules.

8. **General Prize Terms:** Arrangements for fulfillment of the Grand Prize, excluding all travel arrangements and hotel accommodations, will be made by Rocky Top. All costs and expenses not specifically listed above, including, without limitation, travel, hotel, meals, snacks, beverages, mini-bar, entertainment, tips, souvenirs, personal expenses, damages to hotel rooms and any equipment to be used in connection with the Grand Prize are solely Grand Prize Winner's responsibility. The value of the Grand Prize will be taxable to Grand Prize Winner as income. Grand Prize Winner must supply ROCKY TOP with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of Grand Prize Winner for the actual value of the Grand Prize received. Upon entry into the Sweepstakes, Grand Prize Winner

(as well as all other entrants) is required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the Grand Prize Winner's responsibility. ROCKY TOP shall have no responsibility or obligation to a Grand Prize Winner or potential Grand Prize Winner who is unable or unavailable to accept or utilize Grand Prize as described herein.

No substitution, transfer or cash equivalent of the Grand Prize or any portion thereof permitted, except by Rocky Top, in which case a prize of equal or greater value may be awarded.

9. General Terms: Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY THE GRAND PRIZE WINNER OR ANY BEHAVIOR BY THE GRAND PRIZE WINNER THAT WILL BRING SUCH GRAND PRIZE WINNER OR ROCKY TOP INTO DISREPUTE (IN ROCKY TOP'S SOLE DISCRETION) WILL RESULT IN SUCH GRAND PRIZE WINNER'S DISQUALIFICATION AS THE GRAND PRIZE WINNER OF THE JIM SHOCKEY HUNT AND ALL PRIVILEGES AS THE GRAND PRIZE WINNER WILL BE IMMEDIATELY TERMINATED.

Released Parties assume no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Sweepstakes or by any human error which may occur in the processing of the entries in this Sweepstakes. Released Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including, without limitation, any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes. Released Parties are not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes, or in the announcement of the Grand Prize and Grand Prize Winner. If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Rocky Top reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on www.rockytopbp.com and the Grand Prize may be awarded to a winner to be selected from among all Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by Rocky Top. All interpretations of these Official Rules and decisions by Rocky Top are final and binding. No software-generated, robotic, programmed, script, macro or other automated online entries are permitted. Rocky Top reserves the right in its sole discretion to disqualify any individual it suspects or finds: (i) to have used a software-generated, robotic, programmed, script, macro or other automated online entry; (ii) to have tampered with the entry process or the operation of this Sweepstakes; (iii) to be acting in violation of these Official Rules; (iv) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (v) to have provided inaccurate information on any legal documents submitted in connection with this Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, ROCKY TOP RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE VIRGINIA COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF VIRGINIA SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Entrants agree to indemnify and hold harmless Released Parties from any and all liability resulting or arising from the Sweepstakes, to release all rights to bring any claim, action or proceeding against Released Parties, and hereby acknowledge that Released Parties has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Grand Prize.

10. Sponsors: This Sweepstakes is sponsored by Rocky Top Building Products, 1050 North Main Street, Rocky Mount, VA 24151.