

SHAKESPEARE® FISHING LICENSE MAIL-IN REBATE OFFER

Rebate Amount	\$10 Rebate
Qualifying Products	\$30 or more of Shakespeare kits or combos (EXCLUDES Ugly Stik kits or combos)
Promotion Dates	April 1, 2010 to October 31, 2010
Mail By Date	December 1, 2010
Limit	2 rebates per address
Materials To Submit	1. Completed form 2. Copy of 2010 fishing license OR a copy of your receipt indicating purchase of 2010 fishing license 3. Copy of your product receipt

To receive your rebate, purchase QUALIFYING PRODUCTS during the PROMOTION DATES and select an option to submit your materials.

EXPEDITED MAIL OPTION:

1. Visit www.rebate-zone.com/shakespeare and select the appropriate rebate.
2. Complete the form online and print the form.
3. Mail your PRINTED FORM, either a COPY of your fishing license OR a COPY of your fishing license receipt and a COPY of your product receipt with your QUALIFYING PRODUCT circled before the MAIL BY DATE to: Shakespeare Fishing License Rebate Offer, Dept. H236121, P.O. Box 15145, White Bear Lake, MN 55115-0145.

MAIL OPTION:

1. Complete all requested information including the handwritten UPC code on this form.
2. Mail your PRINTED FORM, either a COPY of your fishing license OR a COPY of your fishing license receipt and a COPY of your product receipt with your QUALIFYING PRODUCT circled before the MAIL BY DATE to: Shakespeare Fishing License Rebate Offer, Dept. H236121, P.O. Box 15145, White Bear Lake, MN 55115-0145.

Cash rebate check within 90 days or it will be void and not reissued.

(†) IMPORTANT: Photocopy your submission for your records.

SHKTP2

Name _____

Address: (No P.O. Boxes) _____

City, State, Zip _____

Email Address _____

Yes, I would like to receive further information and special offers from Pure Fishing

UPC _____

Write all eligible UPCs, if you purchased multiples of the same UPC, please write them multiple times.

Signature _____ Date _____

To check the status of your submission, go to www.rebate-zone.com/shakespeare. If you have questions, contact customer service 866-235-6834 Monday-Friday 8a.m.-7p.m. CST.

If rebate check is not received within 60 days of the postmark date of your request, contact 866-235-6834.

Checks paid in U.S.D. to customers with addresses in the U.S. (includes AL and HI; excludes territories). Pure Fishing is not responsible for lost, late, damaged, illegible, incomplete, stolen, misdirected, delayed or postage-due submissions. Offer may not be combined with any other offer and is not transferable. Pure Fishing does not allow product substitutions or additions. Trading, purchasing or selling UPC codes is prohibited. Pure Fishing reserves the right to request additional information to validate a claim. Requests from P.O. boxes will not be honored. Products for which an offer is claimed cannot be returned (limited warranty claims excluded). Products purchased as used, refurbished, open-box, demo, returned or from online auctions, even if product is new, are not eligible. Your rights to this offer cannot be assigned or transferred. Void where taxed, restricted or prohibited by law. Excessive submissions constitute fraud and may result in prosecution. Rules and limits enforced except where prohibited. Recipient of the rebate or premium pays any applicable taxes. All materials become Pure Fishing property and will not be returned. Pure Fishing reserves the right to change the terms of this rebate offer or suspend this rebate offer at any time. While supplies last. Requests from employees of Pure Fishing, its affiliated retailers, immediate family members and clubs, groups or organizations will not be honored, acknowledged or returned. Pure Fishing© 2010.