

PRODUCT REVIEW \$100 GIFT CARD SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. THERE IS NO ENTRY FEE REQUIRED TO PARTICIPATE OR WIN. ALL ENTRANTS PAY THEIR OWN POSTAGE AND MAILING. SWEEPSTAKES IS ONLY OPEN AND OFFERED TO LEGAL RESIDENTS OF THE UNITED STATES OF AMERICA, INCLUDING THE DISTRICT OF COLUMBIA ("UNITED STATES," "U.S." or "U.S.A."), WHO ARE PHYSICALLY LOCATED AND RESIDE WITHIN THE U.S.A. AND ARE AGE EIGHTEEN (18) YEARS OR OLDER ("ENTRANT" OR "ENTRANTS"). RESIDENTS OF PUERTO RICO, GUAM AND THE U.S. VIRGIN ISLANDS ARE NOT ELIGIBLE TO PARTICIPATE OR ENTER THIS SWEEPSTAKES OR TO WIN PRIZES. THIS SWEEPSTAKES IS VOID IN ANY OTHER U.S. STATE, TERRITORY OR PROVINCE WHERE PROHIBITED OR RESTRICTED BY APPLICABLE LAW. SWEEPSTAKES Entry Registration begins on the first of each month beginning January 1, 2013 at 12:01 a.m. Pacific Standard Time ("PST") and ends on the last day of each month through December 31, 2016 PST at 11:59 p.m. ("Sweepstakes Period") CONSUMER DISCLOSURES

1. SWEEPSTAKES DESCRIPTION:

The "Product Review" SWEEPSTAKES ("SWEEPSTAKES") presented and sponsored by West Marine Products, Inc. ("West Marine") provides Entrants an opportunity to win a \$100 West Marine Gift Card (approximate retail value U.S. \$100) ("Prize"). Odds of winning depend upon the number of entries received. Only one Prize will be awarded per month and only to the designated official Winner who complies with all of these Official Rules ("Official Winner"). No purchase is necessary to win. An Official Winner will be selected from a random drawing conducted by West Marine on the 5th of each month from among the eligible entries received during the Sweepstakes Period. The Official Winner need not be present to win.

2. TERM/SWEEPSTAKES PERIOD:

The Sweepstakes Period begins at 12:01:00 AM PST on January 1, 2013 and ends on the last day of each month through 11:59:00 PM PST on December 31, 2016. West Marine's computer is the official time keeping device of this SWEEPSTAKES. Each Entrant is responsible for determining the corresponding time zone in his or her respective location or locations.

3. SPONSOR AND ADMINISTRATOR:

The SWEEPSTAKES is sponsored and administered by West Marine, a California corporation, with a principal place of business at 500 Westridge Drive, Watsonville, California 95076, U.S.A.

4. ELIGIBILITY:

This SWEEPSTAKES is open to any Entrant in the United States (excluding Puerto Rico, Guam, the U.S. Virgin Islands, and any other U.S. Province where prohibited or restricted by applicable law) who meets the eligibility requirements and complies with the Official Rules of this SWEEPSTAKES. To be eligible to enter this SWEEPSTAKES, Entrants must be legal residents of the United States who are physically located and reside within the U.S.A. and who are eighteen (18) years of age or older at time of entry. Employees, interns, contractors, officers and directors of West Marine, and their respective parent companies, subsidiaries, affiliates, media production partners, advertising agencies, promotional

suppliers and the immediate family members (spouses and parents, children and siblings and their spouses, regardless of where they live) or members of the same households (whether related or not) of such employees, interns, contractors, officers and directors are not eligible to participate in this SWEEPSTAKES. This SWEEPSTAKES is subject to all applicable federal, state and local rules, regulations and laws. In order to enter and participate in the SWEEPSTAKES, each Entrant must agree to and comply fully with all the requirements of the SWEEPSTAKES, including these Official Rules, and have access to the Internet. Therefore, please read these Official Rules prior to entry to ensure you understand and agree. You, as the Entrant, agree that you will not be eligible to receive the Prize unless you agree to these Official Rules. You, as an Entrant, agree that submission of an entry in the SWEEPSTAKES constitutes agreement to these Official Rules.

5. TO SUBMIT AN ENTRY:

In order to submit an entry and participate in the SWEEPSTAKES, you must have Internet access, a valid email address and you must submit a product review at www.westmarine.com. Writing a product review and including your email address will earn you one entry into the SWEEPSTAKES. Only one entry can win per month, regardless of how many entries are submitted by any single Entrant. All entries must be received by 11:59:00 p.m. PST on the last day of each month through December 31, 2016. The potential winner may be required to show proof that he or she is the person whose name was drawn in the random drawing. By submitting a product review, you are acknowledging that you have read and agree to these Official Rules. For questions about the SWEEPSTAKES, you may write to: West Marine Products, Inc., ATTN: Richard Millang, Director of Internet, 500 Westridge Dr., Watsonville, California 95076. However, West Marine makes no representations here or elsewhere that any questions will be answered before, during or after the SWEEPSTAKES. For purposes of this SWEEPSTAKES, once submitted, entries become the sole property of West Marine and will not be returned.

6. FALSE OR MISLEADING INFORMATION:

Any false information provided within the context of the SWEEPSTAKES by any Entrant concerning identity, mailing address, telephone number, email address, or other information, may result, at West Marine's sole discretion, in the immediate elimination and disqualification of the Entrant from participation in the SWEEPSTAKES and receiving any Prize. West Marine further reserves the right to disqualify any entry and Entrant that it believes in its sole and unfettered discretion does not comply with these Official Rules, or violates United States or any other applicable law in Entrant's country or state of residence. In the event that there are no qualifying entries or Entrants drawn in the random drawing, no Prize will be awarded. The determinations of West Marine are final and binding. If a potential winner is selected in the random drawing, he or she will be notified by email at West Marine's sole discretion within 30 days of being selected. Any Entrant selected in the random drawing who cannot be contacted and notified by telephone, email and/or U.S. mail within five (5) calendar days of first notification attempt will forfeit his or her winner designation and the Prize. An alternate potential winner will be randomly selected from the remaining eligible entries. Any alternative potential winner selected shall comply with the same terms and conditions of notification and winning as would any other potential winner previously or subsequently designated. The Prize will be awarded to the Entrant determined to be the Official Winner within approximately 10 days after notification. If a potential

winner is selected in the random drawing, and determined to be the Official Winner, that Entrant's name will be posted online at westmarine.com/sweepstakes no later than the 5th of each month through December 31, 2016. The Official Winner name may be posted online for a minimum period of one month.

7. PRIZE:

One (1) Prize per month will be awarded to an Entrant who is designated as and qualifies to be the Official Winner, consisting of one \$100 West Marine Gift Card (approximate retail value U.S. \$100). No other prizes will be awarded. Odds of winning depend upon the number of entries received, and are estimated (based on the anticipated number of entries) at one in one million (1:1,000,000). West Marine, at its sole discretion, may determine whether to award a substitute Prize of comparable or greater value.

8. PRIZE RESTRICTIONS AND TAXES:

THE PRIZE AWARDED TO AN OFFICIAL WINNER IS SUBJECT TO THE EXPRESS REQUIREMENT THAT HE OR SHE SUBMIT TO WEST MARINE ALL DOCUMENTATION REQUESTED BY WEST MARINE TO PERMIT IT TO COMPLY WITH ALL APPLICABLE UNITED STATES, STATE, LOCAL AND/OR FOREIGN (INCLUDING PROVINCIAL) TAX REPORTING AND WITHHOLDING REQUIREMENTS. THE PRIZE WILL BE NET OF ANY TAXES WEST MARINE IS REQUIRED BY LAW TO WITHHOLD. ALL TAXES IMPOSED ON THE PRIZE IS THE SOLE RESPONSIBILITY OF THE OFFICIAL WINNER. ALL EXPENSES RELATED TO ACCEPTANCE AND USE OF THE PRIZE IS THE SOLE RESPONSIBILITY OF THE OFFICIAL WINNER, EXCEPT WHERE EXPRESSLY SPECIFIED IN THESE OFFICIAL RULES. In order to receive the Prize, an Entrant designated as the Official Winner must first submit the tax documentation requested by West Marine or otherwise required by applicable law, to West Marine or the relevant tax authority, all as determined by applicable law. The Entrant designated as the Official Winner is responsible for ensuring that he or she complies with all the applicable tax laws and filing requirements. If an Entrant designated as the Official Winner fails to provide such documentation or comply with such laws, the Prize may be forfeited at West Marine's sole discretion and West Marine may, in its sole discretion, select an alternate Official Winner. The Prize is awarded without warranty of any kind from West Marine, express or implied, without limitation, except where this would be contrary to federal, state, provincial, or local laws or regulations. All federal, state, provincial and local laws and regulations apply. Decisions of West Marine are final and binding on all matters pertaining to this SWEEPSTAKES. Return of the Prize or notification may result in disqualification at West Marine's sole discretion and selection by West Marine of an alternate Official Winner, at West Marine's sole discretion. Any Entrant designated the Official Winner may, at West Marine's sole discretion, be required to sign and return an Affidavit or Declaration of Eligibility, and Liability/Publicity Release within five (5) calendar days following the date of first attempted notification. Failure to comply within this time period may result in disqualification and selection of an alternate Official Winner, at West Marine's sole discretion. If Entrant designated as the Official Winner is 18 years of age or older, as is required for entry, but is not of the age of majority in his or her state of residency, the Prize will be awarded in the name of his or per parent or legal guardian. West Marine reserves the right to disqualify any Entrant from the SWEEPSTAKES if, in West Marine's sole discretion, it reasonably believes that an Entrant has attempted to undermine, tamper with or abuse the legitimate operation or any aspect of

the SWEEPSTAKES or website by cheating, deception, or other unfair practices or annoys, abuses, threatens or harasses any other Entrants, West Marine, or other participating persons or organizations. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE(S) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, WEST MARINE RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER RELIEF FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT ALLOWED BY APPLICABLE LAW.

9. PRIVACY AND PERSONAL INFORMATION:

Entrants agree that personal data including, but not limited to, name, mailing address, phone number, and/or email address will be collected, processed, stored and otherwise used for the purposes of conducting and administering this SWEEPSTAKES. This data may be transferred into or out of the United States. Further, this data may also be used by West Marine to verify an Entrant's identity, postal address and telephone number in the event an Entrant qualifies for the Prize as well as to deliver the Prize. If an Entrant does not provide the required data when requested, that Entrant's entry or entries will be ineligible for the Prize. West Marine's Privacy Policy is incorporated into these Official Rules by reference herein and by entering this SWEEPSTAKES, each Entrant, acknowledges and agrees that West Marine's Privacy Policy shall apply.

10. ASSIGNMENT, USE AND OWNERSHIP:

As a condition precedent to entry and to winning the Prize, in connection with advertising and promotion via communication to the public or other groups, including, but not limited to the right to make screenshots, animations and video clips available for promotional purposes during and after the SWEEPSTAKES Period, each Entrant agrees to grant and assign and does grant and assign to West Marine, without compensation and without further permission, an irrevocable, perpetual, royalty-free, worldwide non-exclusive license and right in all media (now known or later developed) to use Entrant's name, photograph, likeness, statements, biographical information, voice, voice likeness and City and State address for advertising, publicity and promotional purposes in all media, including but not limited to on air and within West Marine's website, catalog, annual books or presentations, in perpetuity, without compensation (unless prohibited by law) and agree to execute specific consent to such use upon request.

11. WARRANTY AND INDEMNITY:

Each Entrant further warrants and represents (a) that his or her entry does not violate any federal, state or local law, rule or regulation, or any other applicable law where ever found; (b) that his or her entry does not contain any virus, bugs or other deleterious material; and, (c) that the Entrant has followed these Official Rules. By entering this SWEEPSTAKES, Entrant agrees to indemnify, defend and hold harmless West Marine from and against any action or liability resulting from the publishing of his or her name, likeness, entry or entry information and/or use of the entry or the entry information as otherwise permitted by these SWEEPSTAKES Rules. To the maximum extent permitted by law, each Entrant agrees to defend, indemnify and hold harmless West Marine, its affiliates and each respective directors, officers, employees and agents from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys fees)

arising out of, relating to or resulting from (a) any act, default or omission of the Entrant and/or a breach of any warranty or any misrepresentation made by the Entrant in connection with the SWEEPSTAKES;; (b) any non-compliance by the Entrant with these Official Rules; and (c) claims brought by persons or entities other than Entrant or West Marine arising from or related to the Entrant's involvement with the SWEEPSTAKES.

12. RELEASE:

By participating in this SWEEPSTAKES, each Entrant agrees (a) to these Official Rules and all decisions of West Marine which shall be final in all respects relating to this SWEEPSTAKES; and (b) to the fullest extent permitted by applicable law, to release, discharge and hold harmless West Marine, its respective directors, officers, employees and assigns, from any and all injuries, liability, losses and damages of any kind caused or claimed to be caused by, relating to or resulting from Entrant's participation in the SWEEPSTAKES and/or acceptance, use or misuse of the Prize including, without limitation, personal injury, death and property damage, and claims based on publicity rights, copyright, trademark, patent, proprietary or intellectual property interest or right, defamation or invasion of privacy. Entrant acknowledges and agrees that the Prize, if awarded, is awarded "as is" with no implied or express warranties or guarantees attaching of any kind. In addition, West Marine is not responsible for and shall not be liable for (a) electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; (b) failed, incomplete, garbled or delayed computer transmission; (c) lost, late, misdirected, damaged, incomplete entries or postage-due mail; or (d) any condition caused by events beyond the control of West Marine that may cause the SWEEPSTAKES to be disrupted or corrupted. West Marine reserves the right in its sole discretion to cancel, terminate, modify or suspend the SWEEPSTAKES or any portion thereof should viruses, bugs or other causes beyond the control of West Marine corrupt the administration, security or proper play or running of the SWEEPSTAKES in any way, and limit entries to those submitted prior to the cancellation, termination, modification or suspension, or to proceed in such a manner as may be deemed fair and equitable by West Marine in its sole discretion.

13. RIGHT TO CANCEL:

If, for any reason, the SWEEPSTAKES, or any portion of the SWEEPSTAKES, in West Marine's sole opinion, is not capable of running as planned or is compromised in any way, including infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt, impair or affect the administration, submission of entries, security, fairness, integrity, proper play or conduct of the SWEEPSTAKES, West Marine reserves the right at its sole discretion to cancel, terminate, modify or suspend the SWEEPSTAKES.

14. INTERNET:

West Marine is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission. West Marine is not responsible for theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind. West Marine is not responsible for inaccurate transmissions of or failure to receive any entry or

Entrant information on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof. Any and all uses of and access to West Marine's website(s), and any and all information or data, in every form, contained, referenced or used therein, is governed and controlled by West Marine's Terms of Use which are incorporated into these Official Rules by reference herein. Each Entrant shall read West Marine's Terms of Use and each Entrant acknowledges and agrees, by entering this SWEEPSTAKES, to comply with West Marine's Terms of Use. To the extent required by law, nothing in these Official Rules shall limit or exclude West Marine's or Entrant(s) liability for fraud, or for death or personal injury caused by the negligence of Entrant(s) or West Marine, or any other liability to the extent such liability cannot be excluded or limited as a matter of law.

15. CHOICE OF LAW/FORUM AND RECOURSE TO JUDICIAL PROCEDURES:

By entering the SWEEPSTAKES, you, as the Entrant, agree that these Official Rules and this SWEEPSTAKES, including all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules and this SWEEPSTAKES, or the rights and obligations of Entrant(s) and/or West Marine in connection with this SWEEPSTAKES, shall be governed by, subject to, and construed in accordance with the laws of the State of California, United States of America, excluding all conflict of law rules, and all proceedings shall take place in Santa Cruz County, California. If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from, relating to or in connection with this SWEEPSTAKES are hereby excluded, and all Entrants expressly waive any and all such rights.

16. NOT AN OFFER OR CONTRACT OF EMPLOYMENT:

Under no circumstances shall the submission of an entry into or participation in this SWEEPSTAKES, the awarding of the Prize, or anything in these Official Rules be construed as an offer or contract of employment with either West Marine or any participating entity or person. Each Entrant acknowledges that he or she has submitted his or her entry voluntarily and not in confidence or in trust. Each Entrant acknowledges that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between you and West Marine or any other participating entity or person and that no such relationship is established by submission of an entry under these Official Rules, except as otherwise expressly stated herein.

17. DISCLAIMERS:

West Marine's use, display, representations or discussion of the Entrants, the entries and all Entrant submittals does not constitute a West Marine endorsement of representations made by any of the Entrants or entries. BY PARTICIPATING IN THIS SWEEPSTAKES, YOU, THE ENTRANT, AGREE THAT WEST MARINE MAKES NO WARRANTY, REPRESENTATION, OR GUARANTEE OF ANY KIND TO ANY ONE, EXPRESSED OR IMPLIED, IN FACT OR IN LAW, RELATING TO THE SWEEPSTAKES AND/OR THE PRIZE.

18. WINNER LIST AND OFFICIAL RULES:

To receive the Official Winner's name (if designated) and a description of the Prize (if any awarded), or a

copy of these Official Rules, please mail in your written request and include a self-addressed, stamped envelope by no later than November 30, 2013, to:

West Marine Products, Inc.
Director of Internet Marketing
500 Westridge Drive
Watsonville, California 95076
USA