

2013 GREAT HURRICANE BLOWOUT GENERATOR SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY.

VOID IN RHODE ISLAND, PUERTO RICO, CANADA AND WHERE OTHERWISE PROHIBITED BY LAW.

THIS SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE UNITED STATES (EXCEPT RHODE ISLAND) AND THE DISTRICT OF COLUMBIA WHO ARE TWENTY-ONE (21) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY.

SPONSOR: The sponsor of this Sweepstakes is Kohler Co., 444 Highland Drive, Kohler, WI 53044. The term "Sponsor" and "Kohler Co." are used interchangeably herein.

1. SWEEPSTAKES DESCRIPTION: Sweepstakes begins on or about June 4, 2013 at 12:01 am CT and ends November 30, 2013 at 11:59 pm CT. One Prize (as defined below) will be awarded via a single random drawing, at the times detailed in Rule Number 4 below, from among all eligible entries received via mail or the website located at www.greathurricaneblowout.org (in the manner as further set forth below).

2. HOW TO ENTER: (1) **Online**. Enter on the Great Hurricane Blowout website, located at www.greathurricaneblowout.org. All entrants must provide your first and last name, date of birth (subject to verification if name is drawn as winner), full mailing address, a 25 word or less essay on how a generator would have helped during a previous power outage or how it would improve their lives post-storm, e-mail address & phone number. Entrants must complete all required information on the entry form to be eligible or (2) **Mail-In**. Entrants must legibly hand-print their first and last name, date of birth (subject to verification if name is drawn as winner), a 25 word or less essay on how a generator would have helped during a previous power outage or how it would improve their lives post-storm (OPTIONAL), complete mailing address, e-mail address & phone number on a 3" x 5" piece of paper, insert the paper into a stamped #10 envelope and mail it to "Kohler Co. Great Hurricane Blowout Sweepstakes", MS 072, 444 Highland Drive, Kohler, WI 53044, postmarked by November 30, 2013 2013 and received no later than December 10, 2013. One entry per person and email account regardless of the method of entry. Subsequent entries submitted by a single person or email account are void. The use of any automated launching or entry software or any other mechanical or electronic means that permits the participant to automatically enter is prohibited. Kohler Co. assumes no responsibility for lost, incomplete, late or misdirected entries, or for human error or technical malfunctions that may occur. All entries become the property of the Kohler Co. and will not be returned.

3. WINNER SELECTION & NOTIFICATION: Only entries that comply with all of the Official Rules are eligible. All eligible entries received on www.greathurricaneblowout.org will be combined with all Mail-In entries into a single database from which the winner will be selected in a random drawing on or about January 6, 2014 under the supervision of Kohler Co. employees or their designated representatives. The odds of winning depend on the

number of eligible entries received. Winner will be notified by telephone or e-mail. Potential winner will be required to execute and return an Affidavit of Eligibility and Waiver of Liability and, where permitted by applicable law, a Publicity Release, within fourteen (14) days following the date of issuance of notification of the entrant's name being drawn. Such notification shall be deemed issued either when a message is left on winning entrant's voicemail or an email is sent, whichever occurs sooner. Non-compliance within this time period or return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate winner.

ALL SPONSOR'S DECISIONS ARE FINAL.

4. PRIZE: One (1) 20kW (Model 20RESAL) KOHLER brand permanent residential generator (the "Prize") will be given away under this Sweepstakes. The approximate retail value of the Prize is four thousand nine hundred forty-nine dollars (\$4,949). Winner will be responsible for paying all costs and expenses related to his or her Prize that are not specifically mentioned as covered by Kohler Co., including but not limited to all federal, state and local income taxes. No substitution, barter, transfer, or assignment of Prize will be permitted, except at Sponsor's discretion. Prize will be shipped to the winner, at the address provided on the entry form or website entry, at Kohler Co.'s expense and in a manner chosen in Kohler Co.'s sole discretion, within approximately one (1) month of Kohler Co.'s receipt of the abovementioned Affidavit and Publicity Waiver (where permitted). Winner must take delivery of prize no later than March 31, 2014 or Prize is forfeited.

5. ELIGIBILITY: This Sweepstakes is open only to legal residents of the United States (except Rhode Island) and the District of Columbia, 21 years of age or older at the time of entry. **Void in Rhode Island, Puerto Rico and where prohibited by law.** Employees of Kohler Co., and the Federal Alliance for Safe Homes (FLASH) and their respective affiliates, subsidiaries, promotion, advertising and promotional agencies (collectively, the "Released Parties") and the immediate family members and persons living in the households of each are not eligible to enter. Winners will be required to complete an Affidavit of Eligibility and may be asked to complete a Publicity Waiver and provide proof of age confirming their eligibility to enter the Sweepstakes. By submitting an entry, Entrant affirmatively represents that he or she meets all eligibility requirements set forth herein.

6. GENERAL CONDITIONS: Sweepstakes entrants agree to be bound by the terms of these Official Rules. The laws of the United States govern this sweepstakes. All federal, state and local laws and regulations apply. Acceptance of Prize constitutes permission for Kohler Co. to use winner's name and likeness for advertising and promotional purposes without additional compensation unless prohibited by law. By entering, participants release and agree to indemnify and hold harmless the Released Parties and their respective subsidiaries, affiliates, employees, officers, directors and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this sweepstakes or acceptance or use of the Prize. Additionally, entrants agree to grant Kohler Co. and the Federal Alliance for Safe Homes (FLASH) permission to make use of

the winner's first name, likeness, and the 25-word essay on entry form for promotional activities during and after the Sweepstakes period, where applicable by law.

If for any reason the Sweepstakes is not capable of running as planned, including but not limited to tampering, unauthorized intervention, fraud, technical failures, website issues or any other causes beyond the control of the Released Parties which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Kohler Co. reserves the right in its sole discretion, to disqualify any individual who tampers with the Sweepstakes, and to cancel, terminate, modify or suspend the Sweepstakes at any time. The Released Parties are not responsible for any error, omission, deletion or failure of any entry to be received by Kohler Co. on account of human error or technical problems or any combination thereof.

7. GOVERNING LAW: This Sweepstakes and these Official Sweepstakes Rules shall be governed by and construed in accordance with the laws of the State of Wisconsin without reference to conflicts of law principles.

8. WINNER'S LIST: To receive the name of the winner by mail after the drawing (no earlier than January 13, 2014) please mail a self-addressed stamped envelope to: Kohler Co. 2013 Great Hurricane Blowout Generator Sweepstakes Winner List Request, MS 072, 444 Highland Drive, Kohler, WI 53044, within thirty (30) days of the drawing date.