

HUNT 2011 Official Contest Rules

1. All entries must be received by 12:00am January 31, 2012. Winners will be selected by a random drawing of all eligible applicants. Winners' pictures, names, and mine names may be featured on the Pillar Innovations website.

All entries and samples submitted by mail will become the property of Pillar Innovations, LLC and will not be returned. Pillar is not responsible for lost, stolen, misdirected, delayed, destroyed or illegible entries.

2. Eligibility: This contest is open only to active coal mine employees who reside in and are physically located in the 50 United States who are 18 years of age or older at the time of contest entry (upon verification of prize eligibility, misrepresentation of age requirement will void the entry). No employees or immediate family members of employees of Pillar Innovations or Beitzel Corporation are eligible for entry.

Pillar reserves the right, at its sole discretion, to reject any photos deemed unacceptable with no further explanation given.

Unacceptable photos include but are not limited to:

- Photos of tags on taxidermy or other inanimate objects
- Photos which include nudity, illicit substances, alcohol or tobacco products
- Photos displaying excessive blood or gore
- Photos displaying unsafe or illegal activities
- Photos which do not clearly show the Pillar Contest Tag, applicant, and game animal in the same photo

By entering this contest, participants grant Pillar a non-exclusive right to use the photo, name, and mine name submitted in any marketing or promotional materials that Pillar, in its sole discretion, may decide to publish, distribute or use. **Pillar will not release, share, or use phone numbers or addresses provided except to contact applicant concerning the contest. Pillar will not release or share e-mail addresses of applicants.**

By participating, you agree to these Official Rules. Void where prohibited by law, rule or regulation. All applicable federal, state, and local laws and regulations in the United States apply.

3. How to Enter:

Browse to www.pillarinnovations.com/hunt and use the online entry form to submit your application and photo of you with any game animal, displaying the Pillar Contest Tag, killed legally during the September 15, 2011 to January 31, 2012 hunting seasons

Email a field photo of you with any game animal, displaying the Pillar Contest Tag, killed legally during the September 15, 2011 to January 31, 2012 hunting seasons to:

hunt@pillarinnovations.com

along with

1. Your Name
2. Your Mine Name
3. Your Job Title
4. Phone Number where we can reach you

Alternate Method of Entry: Pillar recommends that you submit your entry online or by e-mail to hunt@pillarinnovations.com. However, you may submit your entry by mail to:

Hunt 2011
Pillar Innovations, LLC
PO Box 550
Grantsville, MD 21536

Limit of one entry per person

4. Prizes Awarded: NO FEE OR PURCHASE NECESSARY TO WIN. PRODUCT PURCHASE WILL NOT IMPROVE ODDS OF WINNING. The odds of winning will be dependent on the total number of eligible entries received. Prizes are not convertible to cash and must be accepted as awarded. All prize winners are solely responsible for any and all applicable taxes. Entries must meet all eligibility requirements. Prizes will be awarded once the winners have been contacted. Pillar makes no warranty or guarantee for the products awarded as prizes.

5. Identification and Notification of Prize Winners: Pillar will award prizes only upon winner verification and final approval. Winners will be selected on or before February 28, 2012. Decisions by Pillar of winner eligibility, notification, and acceptance or disqualification will be final and binding. All prize winners will receive notification by one of the following methods: phone and/or e-mail or certified mail and will have five (5) business days to accept the prize or will be disqualified and an alternate winner will be selected.

If the selected winner has not complied with the Official Rules, cannot be contacted, is ineligible, the prize notification or prize is returned as undeliverable, or does not respond within the specified time period, an alternate winner will be selected. Participation and/or acceptance of a prize constitutes permission for Pillar to use winner's name and likeness for advertising and promotional purposes without compensation, unless otherwise prohibited by law.

6. Limitation of Liability: Pillar is not responsible for any incorrect or inaccurate information, whether caused by Website users or by any of the equipment or programming associated with or utilized in the contest or by any technical or human error, which may occur in processing entries for the contest.

Pillar is not responsible for lost, interrupted or unavailable Website network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic.

Pillar is not responsible for any delay, error, failure, problem or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of electronic mail or entries due to technical problems or traffic congestion on the Internet or at any Website or combination thereof, including injury or damage to any entrant, entrant's computer or to any other computer related to or resulting from participation in, or downloading materials for, this contest. If for any reason, the contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Pillar which corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest, Pillar reserves the right at their sole discretion to cancel, terminate, modify or suspend the contest.

CONDUCT: Pillar reserves the right, at its discretion, to disqualify anyone found to be tampering with the entry process or the operation of the contest or website promoting the contest, to be acting in violation of the Official Rules, to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person.

7. Tax Information: All taxes, fees, and surcharges on the prize won are the sole responsibility of the winner.

9. Sponsor: The sponsor of this contest is Pillar Innovations, LLC; PO Box 550; Grantsville, MD 21536

10. Winners List. To view a list of winners, visit www.pillarinnovations.com/hunt on or before February 28, 2012, or send a self-addressed stamped envelope to: Pillar Innovations, LLC; Hunt 2011; PO Box 550; Grantsville, MD 21536