

BUY A MITCHELL® REEL OR COMBO \$29.95 AND UP, GET A FREE PLANO® TACKLE BOX, A \$20 VALUE. (plus \$7.95 s&h)

OFFER OPEN TO LEGAL U.S. RESIDENTS currently residing in the UNITED STATES. OFFER VALID FROM 1/1/08-9/5/08.

To receive your Plano® Tackle Box: (1) Purchase any Mitchell® Reel or Combo \$29.95 and up.

(2) Complete this Official Mail-in Certificate including written UPC numbers below.

(3) Include the original dated sales receipt with price circled. All items must be included to receive your free premium.

Mail to the following address: Mitchell® Plano® Tackle Box Offer P.O. Box 4154 St. Cloud, MN 56398-4154

Name: _____ E-mail: _____

Address: (No P.O. Boxes) _____ City: _____ State: _____ ZIP: _____

Daytime phone: () _____ Store where purchased: _____ UPC Code Numbers: _____

Yes, I would like to receive further information on Mitchell® products and offerings. Limit two (2) Redemptions per person, family, household or address.

TERMS AND CONDITIONS OF PREMIUM OFFER: OFFER OPEN TO LEGAL U.S. RESIDENTS CURRENTLY RESIDING IN THE UNITED STATES.

This premium offer is valid from 1/1/08-9/5/08. Please hand print legibly all information requested. This Official Mail-in Certificate, original sales receipt and written copy of the UPC code are required. Offer may not be combined with any other offer. Trading, purchasing or selling UPC codes is prohibited. This offer is valid only for the person who purchased the product at retail and is limited to two (2) offers per person, family, household or address. U.S. mail fraud statutes prohibit acts devised to defraud or obtain money or property by means of false or fraudulent pretenses if the postal system is involved. This would include, among other things, the use of fictitious or assumed names or addresses in order to receive multiple offers. Requests from P.O. boxes will not be honored. Additional requests or requests from employees of Pure Fishing, Inc., its affiliated retailers, immediate family members and clubs, groups or organizations will not be honored, acknowledged or returned, and the right is reserved to confirm the identity of rebate recipient. Void where taxed, restricted or prohibited by law. Sponsor not responsible for delayed, postage-due, illegible, mutilated, late, lost, incomplete, stolen or misdirected mail. Please allow 8-10 weeks for delivery. All cash register receipts must be dated between 1/1/08 and 9/5/08. All rebate requests must be postmarked by 9/5/08 and received by 09/20/08. You can also go to www.fishmitchell.com and download, complete and mail Official Mail-in Certificate. If you have any questions on rebates only, please call customer service at 877-794-1431, 7am-5pm CST, Monday through Friday. Pure Fishing ©2008

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