

Receive a promo code redeemable for (1) one free LakeMaster high definition contour lake map of your choice from ChartSelect (chartselect.humminbird.com).

Eligibility Dates: September 25, 2017 – March 30, 2018

Customers: Valid for U.S. customers only

HOW IT WORKS:

- 1) Purchase an ICE HELIX 5 or 7 CHIRP SONAR GPS G2 model
- 2) Register the unit on humminbird.com between:
September 25, 2017 – March 30, 2018
- 3) Upon product registration, you will receive two emails

- a. "Welcome" email from Humminbird
- b. Humminbird ChartSelect Promo email containing your custom promotion code entitling you to one (1) free high definition LakeMaster contour map of your choice – valued at \$9.99, \$19.99 or \$29.99 – from chartselect.humminbird.com



Qualifying Models	Model Number	Valid UPC Code
ICE HELIX 5 CHIRP SONAR GPS G2	410430-1	0-82324-05059-6
ICE HELIX 7 CHIRP SONAR GPS G2	410440-1	0-82324-05060-2

- 4) Redeem the promo code on chartselect.humminbird.com by June 30, 2018 and download your free high definition contour lake map.

- a. Map can be viewed from your ICE HELIX G2 model (and any Humminbird fish finder with a micro SD card or standard SD card reader). It can also be viewed from the free Humminbird FishSmart app.



TERMS & CONDITIONS

Offer valid on purchases of new ICE HELIX 5/7 CHIRP GPS G2 models (each a "Qualifying GPS Model") made 9/25/2017 - 3/30/2018 from participating retailers in the United States. Qualifying GPS Model must be properly registered on www.humminbird.com on or before March 30, 2018 to qualify. At time of registration, registrant will be provided the opportunity to opt-in to receive future special offers, discounts and other important e-mail communications from or on behalf of Humminbird and its affiliated companies, pursuant to Johnson Outdoors Inc.'s Privacy Policy and eCommerce Privacy Policy. After registering a Qualifying GPS Model, a custom promotion code will be emailed to registrant's provided email address entitling them to one free high definition LakeMaster contour map from ChartSelect. ARV: \$9.99, \$19.99 or \$29.99. Promotion code must be redeemed via instructions in e-mail on or before June 30, 2018, or it will expire and purchase will not be eligible for this offer. No replacement codes or cash value replacements will be provided. Internet access and valid email address required. Message and data rates may apply. Used, reconditioned, refurbished, or discounted models do not qualify. Purchaser is responsible for all associated taxes and fees. Offer is subject to product availability. No "Rain Checks" allowed if qualifying product is sold out. Associated personnel and employees of Johnson Outdoors Marine Electronics, Inc., Humminbird, their parent and affiliate companies (collectively, "Sponsors"), and their distributors and dealers and their employees are not eligible to participate. If any terms and conditions are not met, the offer will be denied in Sponsors' sole discretion. Limit (1) one promotion code per Qualifying GPS Model purchase. For questions about this offer, call 800-633-1468.