

M9 25th Anniversary Project

PROPOSED SWEEPSTAKES RULES

M9 25th Anniversary Limited Edition Sweepstakes

Enter for a chance to win serial number 25 of the exclusive M9 25th Anniversary Limited Edition!

Note: Serial numbers 01 through 24 will be sold through the M9 25th Anniversary Limited Edition Auction.

Print and complete the Sweepstakes form (downloadable at www.berettausa.com/25years) for your chance to win this one-of-a-kind M9 pistol. Mail completed forms to: Beretta U.S.A. Corp., ATTN: M9 25th Anniversary Sweepstakes, 17601 Beretta Drive, Accokeek, MD 20607.

All Entries must be received at Beretta USA no later than 5:00pm (EST), June 30, 2010. Winner will be selected and announced on or around July 4, 2010.

No purchase necessary to enter or win.

The Sweepstakes is open only to legal residents of the fifty (50) United States and District of Columbia (U.S.) who are at least twenty-one (21) years of age AND must be legally able to own and possess a semi-automatic pistol. Winner agrees to comply with all federal, state and local laws pertaining to the purchase of a pistol. Offer not valid where prohibited by law.

By participating in the Sweepstakes, each Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of Beretta USA, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

Limit to one (1) Entry per person.

Beretta USA employees and their immediate family members are not eligible.

One (1) Prize Winner will be selected in a random drawing conducted on or about July 4, 2010, from among all eligible Entries received during the entire Sweepstakes Period.

Drawings will be conducted by Beretta USA. Beretta USA will attempt to contact potential winners by e-mail or phone call. Potential winners must be prepared and able to provide a valid FFL dealer for transfer of the pistol. Beretta USA is not responsible for paperwork and/or transfer fees that the dealer may charge winner. Winner must respond by e-mail within forty-eight (48) hours of Beretta USA's first attempt to contact him/her in order to be eligible to claim the prize. Odds of winning the drawing depends on the number of eligible Entries received for that drawing.

The Beretta M9 25th Anniversary pistol includes two 15-round magazines (void where prohibited/restricted). Winner must be able to legally possess, own, and take delivery of a pistol in his/her state and is subject to all background checks and paperwork required by their local FFL dealer. Winner is responsible for all tax implications relating to the receipt of the pistol. Delivery date and time will be determined by Beretta USA and may take up to 3 months from time of prize award.

Beretta USA reserves the right, at its sole discretion, to reject any late, invalid, incomplete or illegible submissions. Beretta USA is not responsible for late, lost, misdirected or damaged mail.

PROPOSED AUCTION RULES

M9 25th Anniversary Limited Edition Auction

Here is your opportunity to own a unique piece of history and donate to a valid cause.

Beretta USA is proud to announce the creation of twenty-five unique pistols to commemorate the M9 pistol's 25 year anniversary, twenty-four of which will be auctioned to the public.

(Note: Serial number 25 will be part of the M9 25th Anniversary Limited Edition Sweepstakes.)

The pistols will be sold at auction to the highest bidders. A portion of the proceeds from the sales will be donated to the Wounded Warriors and Stars and Stripes, to benefit our returning troops. Bidding will start at \$1,000.00 per pistol.

Print and complete the Auction Bid form (downloadable at www.berettausa.com/25years) for your chance to purchase these exclusive M9 pistols. Mail completed forms to: Beretta U.S.A. Corp., ATTN: M9 25th Anniversary Auction, 17601 Beretta Drive, Accokeek, MD 20607.

All sealed bid entries must be received at Beretta USA no later than 5:00pm (EST), June 30, 2010. Highest bidders will be selected and announced on or around July 4, 2010.

The Auction is open only to legal residents of the fifty (50) United States and District of Columbia (U.S.) who are at least twenty-one (21) years of age AND must be legally able to own and possess a semi-automatic pistol. Each Purchaser agrees to comply with all federal, state and local laws pertaining to the purchase of handguns. Offer not valid where prohibited by law.

By participating in the Auction, each Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of Beretta USA regarding contest rules and the choice of winners, which are final and binding in all matters related to the Auction. Purchase of a pistol is contingent upon fulfilling all requirements set forth herein.

The sealed bids will be open on or about July 4, 2010, from among all eligible Entries received during the entire Auction period. The bids will be ranked from the highest to

the lowest dollar amount. Serial number 01 will be allocated to the highest bid, serial number 02 to the second highest bid, and so forth, until all 24 pistols are allocated.

All selections will be conducted by Beretta USA. Beretta USA will attempt to contact potential purchasers by e-mail and/or phone call. Potential purchasers must be prepared and able to provide a valid FFL dealer for transfer of the pistol. Purchasers must respond by e-mail or phone within forty-eight (48) hours of Beretta's first attempt to contact him/her in order to be eligible to purchase the pistol and not forfeit their allocation. Purchaser agrees to provide valid credit card information, which will be authorized as part of the selection process. Credit card will NOT be charged until the pistol is shipped. Purchaser agrees to pay all applicable sales tax.

The Beretta M9 25th Anniversary pistol includes two 15-round magazines (void where prohibited/restricted). Purchaser must be able to legally possess, own, and take delivery of a pistol in his/her state and is subject to all background checks and paperwork required by their local FFL dealer. Delivery date and time will be determined by Beretta USA and may take up to 3 months from time of prize award.

Pistol will be shipped to a firearms dealer in the Purchaser's state of residence. Purchaser agrees to provide a copy of the dealer's FFL (Federal Firearm License). Beretta USA is not responsible for paperwork and/or transfer fees that the dealer may charge purchaser.

Beretta USA reserves the right, at its sole discretion, to reject any late, invalid, incomplete or illegible submissions. Beretta is not responsible for late, lost, misdirected or damaged mail.