

MAXIS PULL-IT 1000 SWEEPSTAKES RULES AND REGULATIONS

The MAXIS PULL-IT 1000 Sweepstakes (the "Sweepstakes") is sponsored by the MAXIS LLC Company ("MAXIS"). The Sweepstakes begins on October 1, 2005 and ends on December 30, 2005 (the "Sweepstakes Period").

1. No Purchase Necessary To Enter Or Win

2. How To Enter

In order to enter, each participant must completely fill out the information required on the Entry Form (the "Entry Form") accessed at www.MAXISTOOLS.com (the "Website"). MAXIS reserves the right to verify that the Winner is qualified and entitled to receive a prize. The Winner will be required to complete an Affidavit of Eligibility and Liability/Publicity Release or his/her prize will be forfeited. Acceptance of a prize constitutes permission (except where prohibited by law) to use Winner's name, likeness, biographical information, photographs and any statements or remarks made about winning the prize or participating in the Sweepstakes for advertising and promotional purpose without additional compensation.

3. Drawing

The random prize drawing will be held at MAXIS headquarters in Gilbert, Arizona on or about December 30, 2005. A MAXIS representative will be present to conduct the prize drawing. Participants need not be present to win. The Winner will be notified either by phone, by email or by mail within seven (7) days of the drawing. Odds of winning depend on the number of eligible entries received.

4. Prize

One winner will receive one (1) Maxis Pull-It 1000 cable puller (PI1K) approximate retail value of \$385.00. The total approximate retail value of this prize pack is \$385.00.

5. Eligibility

The Sweepstakes is open to legal residents of the USA, 18 years or older. Employees of MAXIS, its affiliates, manufacturers, sales reps, subsidiaries or parent companies, advertising/sales promotion agencies, judging organization and the immediate families of each are not eligible. Void where prohibited. Entry materials become the property of MAXIS and will not be acknowledged or returned. MAXIS is not responsible for lost, late, damaged, misdirected or illegible Entry Forms or unsuccessful attempts to notify the winners. Limit of one (1) entry per participant per day.

6. Conditions

All Federal, state and local laws and regulations apply. Income and other taxes (if any) are the responsibility of the Winner. MAXIS is not responsible for any expenses incurred by participants in connection with participation in the Sweepstakes. By submitting an Entry Form, each participant agrees to be bound by these Sweepstakes rules, and the decisions of MAXIS are final. Each participant further agrees that MAXIS may share all information collected through the Sweepstakes from time to time with subsidiaries, affiliates, third parties providing services on its behalf, sponsors of certain promotions or partner companies. Each participant agrees to release and hold MAXIS, its employees, officers, directors, shareholders, agents, representatives and its subsidiaries, parent companies or other affiliated companies harmless from any and all damages, losses, claims and/or liabilities arising out of his/her participation in the Sweepstakes or resulting

from accepting or claiming of any prize awarded hereunder. The Sweepstakes may be terminated at MAXIS's sole discretion.

7. Winner

To obtain the names of the prize winner visit the Website or send a self-addressed, stamped envelope to MAXIS Pull-It 1000 Winners List, 1225 W. Houston Ave. Ste. 103, Gilbert, Arizona 85233.