

\$100 Uniroyal Tire Gift Card Giveaway

OFFICIAL RULES.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES & D.C., AGE 18 OR OLDER.

VOID WHERE PROHIBITED. U.S. LAW GOVERNS THIS SWEEPSTAKES.

INTERNET ACCESS REQUIRED.

- 1. HOW TO ENTER:** The entry period for the \$100 Uniroyal Tire Gift Card Giveaway (the "Sweepstakes") begins at 5:00 PM Eastern Time (ET) on January 15, 2010 and ends at 9:00 PM ET on January 14, 2011 (the "Entry Period"). To enter, log on to www.UniroyalTires.com during the Entry Period, click on the "\$100 Gift Card Giveaway" spotlight link and follow the registration instructions. Each entrant will be required to provide, among other things, the entrant's email address, name, city, state and postal zip code and will be asked to answer optional survey questions. Entries must be completed and submitted by 9:00 PM ET on January 14, 2011. No purchase necessary. Normal time rates, if any, charged by Internet service provider will apply.
- 2. ELIGIBILITY:** The Sweepstakes is open only to legal residents of the fifty (50) United States and D.C. who are 18 years of age or older as of the date of entry. Employees of Michelin North America, Inc. ("Sponsor"), its subsidiaries, affiliates and advertising, promotion and Internet agencies, and members of the immediate family or household of any such employee, are not eligible. Void where prohibited by law. In the event of a dispute regarding any entry, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e., the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address).
- 3. WINNER SELECTION:** There will be a total of twelve (12) potential winners. One (1) potential winner will be selected in each of twelve (12) random drawings, which will be conducted by Erwin-Penland ("Agent"), an independent judging organization, from among all eligible entries received as of 9:00 PM ET on the day before the drawing date. The drawings will be conducted on or about the following dates: 2/15/2010, 3/15/2010, 4/15/2010, 5/15/2010, 6/15/2010, 7/15/2010, 8/15/2010, 9/15/2010, 10/15/2010, 11/15/2010, 12/15/2010 and 1/15/2011. There is a limit of one prize per person and one prize per household. Odds of winning depend on the number of eligible entries received as of 9:00 PM ET on the day before the drawing date. Potential winners may be notified by mail, telephone and/or e-mail, in Sponsor's discretion, within approximately forty-eight (48) hours of each drawing. If a potential winner cannot be reached within forty-eight (48) hours of the initial notification attempt, he or she may be disqualified and the prize awarded to an alternate winner. Winners are subject to verification. Potential winners may be required to complete and return to Agent an Affidavit of Eligibility/Release of Liability, and, if legally permissible, a Publicity Release within ten (10) days of attempted delivery of same. If a potential winner fails to respond to any notification attempt within the time period specified by Sponsor or Agent, or if any attempted notification or prize delivery is returned as undeliverable, or if the potential winner fails to complete and return any required affidavit or release within the specified time period, the potential winner may be disqualified and an alternate winner selected. If a potential winner is a minor under the laws of his or her state of residency, the prize may be awarded in the name of the winner's parent or legal guardian, who must complete any required Affidavit of Eligibility/Release of Liability and Publicity Release.

4. **PRIZES:** Each of the twelve (12) prizes consists of one (1) \$100 gift card. Specific type of card and issuer will be determined by Agent in its sole discretion. Use of cards is subject to issuer's terms and conditions. Expiration dates and other restrictions may apply. The approximate retail value of each prize is \$100. The total approximate retail value of all prizes is \$1200. All federal, state, local taxes on prize value, if applicable, are the sole responsibility of the winner. All prizes will be awarded if properly claimed. No substitution, cash redemption or transfer of right to receive prize permitted, except in the discretion of Sponsor, which reserves the right to substitute a prize of equal or greater value. Each prize consists only of the item expressly specified in these Official Rules. All expenses or costs associated with the acceptance or use of the prize are the responsibility of the winner.

5. **GENERAL TERMS AND CONDITIONS:** Sponsor is not responsible for late, lost, delayed, illegible, corrupted or incomplete entries, incorrect or inaccurate capture of, damage to, or loss of entries or entry information, or any other human or technical errors of any kind relating to the submission, collection, storage or processing of entries or the administration of the Sweepstakes. Sponsor is not responsible for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mail. Sponsor is not responsible for any liability for damage to any computer system resulting from participation in or accessing or downloading information in connection with this promotion. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process. Sponsor may prohibit any potential entrant from participating in the Sweepstakes or winning a prize if, in Sponsor's sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices or intends or is attempting to annoy, abuse, threaten or harass any other entrants or any representative of Sponsor. The use of automated devices, programs or methods to submit entries is prohibited and Sponsor reserves the rights, in its sole discretion, to disqualify any entry that it believes may have been submitted using such an automated device, program or method. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend this sweepstakes should a virus, bugs, entrant fraud or misconduct, or other causes beyond the control of the Sponsor corrupt the administration, integrity, security or proper operation of the sweepstakes. In the event of termination of the sweepstakes, a notice will be posted online and a random drawing to award the prizes will be conducted from among all eligible entries received prior to the time of termination. Entry times will be determined using Sponsor's computer, which will be the official clock for the sweepstakes. All federal, state and local laws and regulations apply. By entering, each entrant releases and agrees to hold Sponsor, its parent companies, affiliates, subsidiaries, distributors and agents, and each of their directors, officers, employees and assigns, harmless from and against any and all claims and liability arising out of participation in the sweepstakes or use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this sweepstakes or use or redemption of any prize. Acceptance of prize constitutes permission for the Sponsor and its parent companies, affiliates, subsidiaries, agents and licensees to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. All entries become the property of Sponsor and will not be verified or returned. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of Sponsor and the judges, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prize. In no event

will more than the stated number of prizes be awarded. By entering the Sweepstakes, entrants agree that (a) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees; and (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, special, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of New York without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than the State of New York. Any legal proceedings arising out of this Sweepstakes or relating to these Official Rules shall be instituted only in the federal or state courts located in the State of New York, County of New York, and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these rules.

6. For the names of the winners, available after February 1, 2011, send a self-addressed, stamped envelope to: Erwin-Penland, \$100 Uniroyal Tire Gift Card Giveaway, 125 E. Broad St., Greenville, SC 29601.
7. Sponsor: Michelin North America, Inc., One Parkway South, Greenville, SC