

Uniroyal Tire Miles4Less Free Gas Giveaway

OFFICIAL RULES.

NO PURCHASE NECESSARY.

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

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

INTERNET ACCESS REQUIRED

1. **HOW TO ENTER:** The Uniroyal Tire Miles4Less Free Gas Giveaway begins at 5:00 PM Eastern Time (ET) on November 17, 2008 and ends at 9:00 PM ET on December 14, 2009. To enter, log on to www.uniroyal.com, click on the "Miles4Less" button and follow the entry instructions. All entrants will be required to complete fully the Official Entry Form (requirements include providing the entrant's email address, name, city, state and postal zip code) and will be asked to answer optional survey questions. No purchase necessary.
2. **ELIGIBILITY:** The Program is open only to legal residents of the (50) United States and D.C. who are 18 years of age or older as of the date of entry and are members of the Miles4Less Club. Entering the Miles4Less Club is free of charge and open to anyone. If at any time members of the Miles4Less Club decide to opt-out of their club membership, they will become ineligible for the Program. 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 thirteen (13) potential winners. One (1) potential winner will be selected in each of thirteen (13) 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: 12/15/2008, 1/15/2009, 2/15/2009, 3/15/2009, 4/15/2009, 5/15/2009, 6/15/2009, 7/15/2009, 8/15/2009, 9/15/2009, 10/15/2009, 11/15/2009 and 12/15/2009. 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. Winners need not be present to win. Potential winners may be notified by mail, telephone and/or e-mail, at Agent's discretion. Winners will be notified within forty-eight (48) hours of drawing each week. If a potential winner cannot be reached within forty-eight (48) hours of 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 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 via a second chance random drawing. Upon Agent's receipt of all required release forms, winners will receive prize within (15) business days.

4. **PRIZES:** Each of the thirteen (13) prizes consist 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 \$1300. 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 Agent, which reserves the right to substitute a prize of equal or greater value. Prize consists only of items expressly specified in these Official Rules. All expenses or costs associated with the acceptance or use of the prize that are not expressly listed in these Official Rules are the responsibility of the winner.

5. **GENERAL TERMS AND CONDITIONS:** Agent 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 Program. Agent reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, modify or suspend this Program should a virus, bug, technical failure or problem, entrant fraud or misconduct or other cause(s) beyond the reasonable control of Agent, in Agent's determination, corrupt the administration, integrity, security or proper operation of the Program. In the event of termination of the Program, a notice will be posted online and a random drawing to award the prize(s) for which no winners have been previously selected will be conducted from among all eligible entries received prior to the time of termination. All federal, state and local laws and regulations apply. By entering, entrants agree to release and hold Agent, its parent companies, affiliates, subsidiaries, agents, successors and assigns, and each of their directors, officers and employees, harmless from and against any and all claims and liability arising out of participation in the Program or use of a prize. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Program or use or redemption of any prize. Acceptance of prize constitutes permission for Agent and its parent companies, affiliates, subsidiaries, agents,

licensees, successors and assigns 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 Agent and will not be returned. By participating in the Program, entrants agree to be bound by the Official Rules and the decisions of Agent, which are final and binding in all respects. Agent is not responsible for and shall not have any liability for any typographical or other error in the printing of any Program-related materials, the administration of the Program or the announcement of any prize or prize winner.

6. For the names of the winners, available after January 1, 2010, send a self-addressed, stamped envelope to: Erwin-Penland, Uniroyal Tire Miles4Less Free Gas Giveaway, 125 E. Broad St., Greenville, SC 29601.
7. Sponsor: Michelin North America, Inc., One Parkway South, Greenville, SC