

## Meet Michelin Wipers

### OFFICIAL RULES

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

1. Eligibility: Meet Michelin Wipers (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age or the age of majority in their state of residence, whichever is older, as of the date of entry. Employees of Alteris Group, Pylon, Michelin and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.
2. Sponsor: Michelin Wipers  
Administrator: Alteris Group LLC, 29110 Inkster Road, Suite 100, Southfield, MI 48034
3. Timing: The Sweepstakes begins on June 3, 2013 at 12:00 a.m. Eastern Time ("ET") and ends on July 31, 2013 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.
4. How to Enter:
  - a. Through the Promotion Website/Facebook: During the Promotion Period, visit <https://www.michelinwipers.com> ("Promotion Website") and follow the links and instructions to complete and submit the registration form including a valid home address (P.O. Boxes are not permitted). You automatically will receive one (1) entry into the Sweepstakes.
  - b. By Mail: To register for the Sweepstakes without online access or a mobile device, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Meet Michelin Wipers," 29110 Inkster Road, Suite 100, Southfield, MI 48034. You will receive one (1) entry into the Sweepstakes. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked July 31, 2013 and received by August 9, 2013. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified. Limit: Each entrant may receive a maximum of one (1) Sweepstakes entries per day during the Promotion Period with a maximum of sixty (60) entries. Multiple participants are not permitted to share the same email address. Any attempt by

any participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's plays/entries and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Grand Prize Drawing: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential Grand Prize winner is final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period, on or around August 10, 2013. After the drawing date, the potential winner will be notified by email, if he/she entered via the Promotion Website, Facebook or mail. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential Grand Prize winner is disqualified for any reason, Administrator will award the Grand Prize to an alternate winner by random drawing from among all remaining eligible online entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. The Grand Prize winner will be contacted regarding the fulfillment of a set of MICHELIN® brand tires.
6. Prize: ONE (1) GRAND PRIZE: The Grand Prize will consist of a set of 4 MICHELIN® brand Car or Light Truck Tires. Approximate Retail Value ("ARV"): \$1,000. 500 sets of MICHELIN® STEALTH® wiper blades, 60 Tread Depth Tire Gauges, 60 Multi-Tools, 60 North American Atlases, 600 MICHELIN® Bib Pressure Gauges, 15,000 \$5 MICHELIN® STEALTH® wiper blades rebate offers. Winner is responsible for all applicable federal, state and local taxes associated with the prize. Winner is responsible for dealer preparation costs and other fees associated with prize. Winner must take delivery of prize from the dealer designated by Administrator.
7. Release: By receipt of the prize, winner agrees to release and hold harmless Sponsor, Administrator, Facebook Inc., and their respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's, its agents', and promotional partners' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.
9. **General Conditions:** Administrator reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Administrator's or Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Administrator in its sole discretion. Administrator reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Administrator and Sponsor reserve the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's and/or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
10. **Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in cellular networks, phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Administrator, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.
11. **Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan

(Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to Michelin Wiper's Privacy Policy <http://www.michelinman.com/privacy>.

13. Winner List: For names of the major prize winners, available after October 31, 2013, send a self-addressed, stamped (#10) envelope to: "Meet Michelin Wipers," 29110 Inkster Road, Suite 100, Southfield, MI 48034.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

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