

Football Streak 'Super Prediction' Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

Contest Name: "Football Streak" (the "Contest").

Contest Dates: The Contest is scheduled to begin on at 12:01 AM EST on 8/22/11 and end on 1/6/12. Contest registration is scheduled to begin at 12:01 AM EST on 8/22/11 and end at 5:00 PM EST on 1/1/12 (the "Registration and Contest Period"). Contest will be executed each week during the 2011 professional football regular season games. The grand prize final score prediction contest (see below) is scheduled to occur on 2/5/12 during the Professional Football Championship Game being played in Indianapolis, IN. Contest is subject to all applicable federal, state and local laws and regulations and is void outside the U.S. and where prohibited.

Who May Enter: Contest is open to legal residents of Pennsylvania and New Jersey, who reside in one of the following counties: In Pennsylvania: Lehigh, Northampton, Berks, Bucks, Montgomery, Delaware, Carbon, Monroe, Schuylkill, Columbia, Montour, Northumberland, Snyder, Union, Luzerne, Lackawanna, Bradford, Wayne, Lancaster, York, Perry, Dauphin, Lebanon, Tioga and Pike; In New Jersey: Warren, Hunterdon, who are age 18 or older as of date of entry, and have a valid U.S. driver's license, except the following persons who are not eligible to enter or win:

- a. Employees, officers, and directors of participating Ford dealers ("Sponsors"), Viamedia, Million Dollar Media, LLC (the "Administrator"), each of their respective franchisees, parents, affiliated companies, subsidiaries, distributors, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this Contest (collectively, "Released Parties"), and the members of the immediate families or households, whether or not related, of any of the above. "Immediate family members" includes, for purposes of this Contest, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses, regardless of where they reside.
- b. Persons who do not have access to an internet connection or valid email address at the time of their entry.
- c. Void in all other counties in PA and NJ and all other states

How to Enter – On-Line: Visit (www.fordfootballstreak.com) during the Registration Period, and fully complete the on-line registration page with all required information, including your name, complete address, valid email address, date of birth, phone number (*including area code*), county of residence and preferred local dealer. Each registrant will designate their own 'Username', 'Screen Name' and Password. The designated 'Screen Name' will be displayed on the 'Standings Page' during the contest. Each registrant's Username & Password will allow that participant to return to the contest site to Log-in to make their weekly football game picks, and to view weekly results and season-long standings.

After having read and agreed to these Official Rules, click the submit button to submit your on-line registration. All entries must be fully complete for all required registration information. Any entry submitted with an invalid email address will be disqualified. **Maximum of one entry per person or per valid email address.**

Any available opt-in opportunities are not required to enter the Contest, and checking the opt-in boxes will not improve your chances of winning. By participating and submitting an entry, contestant agrees that sponsors and participating parties are authorized to contact entrant via email, mail, phone or any other form of media to make contestant aware of information pertinent to the contest, and to distribute by email or mail information regarding the Sponsor(s) upcoming contests, promotions, special events or offers, or other sales or discount offers. Contestants may opt-out of any further email communication at any time by simply replying REMOVE to any email message, or following the provided opt-out instructions.

Each participant must register and participate on his/her own behalf. Any registration submitted on behalf of another individual or using another person's email address or name will be disqualified and ineligible to claim any prize. Any attempt by any participant to obtain more than the stated number of entries allowed by using same, multiple or different email addresses, identities, or any other methods will void entries submitted by that participant and that participant may be disqualified. No mechanically reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.

Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer or cellular transmissions and/or network connections; all of which will be disqualified.

In the event of a dispute as to any on-line registration, the authorized account holder of the e-mail address used to register will be deemed to be the registrant and he/she must be eligible according to these Official Rules. The "authorized email account holder" is the natural person

assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. All entries received become the property of the Sponsor(s) and will not be returned.

How to Play: Each eligible participant who has successfully completed the on-line registration must follow the on-line instructions to participate and play. Each week, visit the contest site prior to the start of that week's Professional Football games to submit your weekly pick of the winner of one (1) Professional Football game scheduled for that week, regardless of the point spread. Each participant is also required to submit their tie breaker prediction, which is the Total Cumulative Points to be scored in the designated weekly game. The designated weekly tie breaker game will be the last game scheduled to be played each week (*game 2 in the event of 2 games on the same night*). Any contestant who failed to complete and save their Total Cumulative Points 'tie-breaker' prediction for a particular week will be assigned a point total of 0 points for that game.

After making your prediction of the winner of one (1) Professional Football game for that week and tie breaker prediction – **click the 'Save Picks' button to save and record your pick. Failure to click the 'Save Picks' will void any selections for that week by the contestant. You may only pick each Professional Football team one (1) time during the regular season.** Sponsor is not responsible for any difficulties in selecting, submitting or saving picks prior to the start of each week's games. Any picks not received on the contest site for any reason are void.

Scoring – Streak Prediction: Each participant who correctly predicts a winning team for a designated week will receive 1-point for that week. Each consecutive week a participant makes a correct pick, they receive another 1-point and their streak continues. The streak will continue until a participant makes an incorrect prediction. Each participant who makes an incorrect prediction will receive 0 points for that week's game, and their current streak will end. Their total points scored during the streak which just ended will be posted to the leaderboard. Participants may then begin a new streak the following week, starting with 0 points. Participants may only use a designated team one time during the entire contest period (*example – if a participant uses "Green Bay" as their designated team for Week 4, that participant may not use "Green Bay" as their designated team for the remainder of the contest*)

Scoring – Tie Breaker Prediction: At the completion of each weekly designated tie breaker game, participants will be assigned a score equal to the difference between their weekly tie breaker prediction and the actual total cumulative points scored during the designated tie breaker game. Example: If a participant submitted a tie breaker prediction of "40", and the actual final score of the designated weekly game was 27-23 (*50 total points scored*), the participant will be assigned "10" points for that week ($50-40 = 10$). Participants tie breaker points for each week will be added together throughout the season.

Prize Winners/Finalist Selection & Notification

Five (5) Grand Prize Finalists: On or about **1/2/12**, Sponsor shall determine the five (5) grand prize finalists (see grand prize contest description below) by determining the five (5) participants with the longest streaks point totals during the entire contest period. The five (5) entrants who have correctly predicted the winning team the most consecutive weeks in a row during the entire contest period will be designated as the grand prize finalists. In the event of a tie – then Sponsor shall use the tie-breaking procedures outlined below to determine the grand prize finalists.

Tie Breaking Procedures: In the event of a tie among the top streak leaders of the contest, the tie-breakers shall be as follows:

- Participants with the lower tie break point total will be used to break any ties at the end of the contest.
- In the event of a remaining tie among any eligible contestants, the tie-breaker shall then be a random drawing among the tied contestants conducted by the Contest Administrator.

Decisions of the Administrator in the selection and determination of finalist(s)/winner(s) and all matters relating to this Contest are final and binding. Grand Prize Finalists will be notified by phone starting on or about 1/3/12. If the Administrator is unsuccessful in its attempt to reach and speak directly with the selected participant by phone after 3 attempts over 48 hours to the phone number listed on that contestant's entry, then that contestant may be disqualified, and at sponsor's sole discretion the Sponsor may select and designate the next runner-up finisher in the contest as the prize winner or grand prize finalist.

During each notification phone call, the potential winner/finalist must confirm their eligibility, and their acceptance of the corresponding prize. If the selected winner/finalist does not meet the eligibility requirements, or is unable or unwilling to accept the prize, s/he will be disqualified and, at Sponsor's discretion and time permitting, an alternate winner/finalist will be selected from among the next highest point scorer in the Contest and notified as per the procedures outlined above. Any disqualified contestant will not receive any alternate prize substitution or compensation.

Grand Prize Prediction: The designated grand prize finalist will be required to submit their prediction of each of the designated prediction categories (total of 3) of the designated football game to the Contest Administrator via email or fax no later than 2/6/12 at 12:00pm EST in order to be eligible for the grand prize contest (see below). Upon receipt, Contest Administrator will send a confirmation of receipt via email or fax to finalist. Finalist is required to keep a copy of confirmation of receipt from Contest Administrator for their records.

Designated Game: Professional Football Championship Game (2/5/12 – Indianapolis, IN)

Designated Prediction Categories (total of 3):

- **Final (2) Teams** - AFC and NFC Champion teams that will play in the designated game.
 - **Example:** Indianapolis and New Orleans
- **Point Differential of Final Score** - the point difference of the final score of the designated game
 - **Example:** If the Final Score of the designated game is 31-17, a point differential prediction of "14" would be correct
- **Total Cumulative Points Scored** – the total cumulative points scored by both teams
 - **Example:** If the Final Score of the designated game is 31-17, a total cumulative final score prediction of "48" would be correct

Grand Prize Contest: In order for a grand prize to be awarded, an eligible finalist must correctly predict the actual outcome for each of the (3) designated prediction categories, per the requirements of these Official Rules.

The following requirements will apply to each submitted predictions:

- Each entry must be clearly legible and fully complete for all required prediction categories. Any incomplete or illegible entry will be disqualified and will not be eligible for the grand prize.
- Only the prediction entries from the (5) grand prize finalists are eligible to participate or win. All other entries are disqualified and will not be acknowledged, regardless of the accuracy of their prediction.
- At the completion of the designated game, the eligible contestant's prediction will be compared to the actual outcome for each designated prediction category. The grand prize will be awarded only if an eligible contestant has correctly predicted the actual outcome for each designated prediction category.

Prize Awards & Delivery: In the event an eligible contestant has correctly predicted the outcome for each designated prediction category, that contestant will be eligible to claim the grand prize, subject to verification and compliance with these official rules. The grand prize award is as follows: **a 2012 Ford Truck with a maximum retail value of \$35,000.**

Winner must accept delivery of vehicle from the sponsor designated dealer, or as otherwise specified by Sponsor. Company will solely designate and specify available vehicle including make, model, color and options for Grand Prize winner's prize award. Grand Prize winner may not substitute, exchange, or apply the vehicle's value towards a higher cost or alternate vehicle. Designated vehicle must be the Sponsor designated vehicle that is currently in designated dealer's stock of inventory. Administrator reserves the right to award an alternate year model (*i.e.* 2011), if the 2012 model is not available at the time of prize award.

If the designated prize vehicle MSRP is under \$35,000.00, the winner will not be awarded the difference between the vehicle's actual MSRP and \$35,000.00. Grand Prize winner is responsible for paying any and all sales tax on prize award at time of delivery, estimated at approximately \$2,100 (based on a 6.0% tax value) but may vary depending on the state and county in which the vehicle is awarded.

All other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of Grand Prize winner, including but not limited to tax, title, insurance, license and registration fees. All income, federal, state and local taxes are Grand Prize winner's sole responsibility. All grand prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Administrator's sole discretion or as provided herein. Administrator reserves the right to substitute a prize of comparable or greater value, at its sole discretion.

A maximum of (1) grand prize will be awarded. In the event of multiple winning entries, then the cash value of the grand prize will be evenly distributed among eligible winning finalists. If an eligible contestant does not correctly predict the outcome for each category as required by these official rules, then the grand prize **will not be awarded.**

Winner will be required to complete and return a W-9 form (*if prize value exceeds \$600.00*), affidavit of eligibility, and liability/publicity release (*Tennessee residents need not sign publicity release*), and present a valid driver's license and social security card before prize will be awarded. Winner of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize(s) and are responsible for paying all applicable taxes on prize(s). Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. Total ARV of all available prizes: **\$35,000.**

Additional Rules & Restrictions: By participating in this Sweepstakes, entrants agree to abide by and be bound by the Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Sweepstakes. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in Sweepstakes constitutes permission for the Sponsor and its designees to use entrants' names, cities and states of residence and/or likenesses for purposes of advertising and trade in any and all media now or hereafter known worldwide on perpetuity without limitation or further compensation, notification or permission, unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

By participating, entrants agree to hold all Released Parties harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel or activity related thereto), and to assume all liability therefor.

Released Parties shall not be liable to winner or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' sole control.

Participants are restricted to use of ordinary and typical computer equipment, Internet access and networks. Sponsor disclaims all liability for the inability of a participant to complete or continue an entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Sponsor's control, or otherwise. The Sponsor disclaims any liability for received entries due to technical difficulties or transmission errors. The Sponsor disclaims all liability for any delays, mis-delivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Contest, and any injury or damage to entrant's or any other person's computer or mobile phone related to or resulting from participating in or downloading any information necessary to participate in the Sweepstakes. Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Sweepstakes, including, without limitations, errors which may occur in connection with the printing or advertising of this Sweepstakes, administration or execution of the Sweepstakes, the cancellation of the game, the processing of entries or in the announcement of the prizes or prize winners. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the contest website.

Sponsor reserves the right to cancel, modify or terminate the Sweepstakes if fraud, misconduct or technical failures destroy or threaten the integrity of this portion of the Promotion, in the opinion of the Sponsor/Administrator, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Sweepstakes as determined by Sponsor/Administrator, in their sole discretion. In the event of early termination of the Sweepstakes, Sponsor reserves the right to determine the finalists in a random drawing from among all eligible, non-suspect entries received as of the time/date of such termination.

If due to circumstances beyond the control of the Sponsor, any event associated with this contest or the prize is delayed, rescheduled, postponed or cancelled, Sponsor reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.

IN CASE OF DISPUTES: By participating, each participant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any rebates awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, 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, 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 entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with the laws of the Commonwealth of Pennsylvania, without giving effect to any choice of law or conflict of law rules or provisions (whether of the Commonwealth of Pennsylvania or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania.

Official Rules and Winners List: For a copy of these official rules or a list of winners, if any, send a self addressed, stamped envelope to: Ford Football Streak **Super Prediction Contest, C/O Viamedia, 3910 Adler Place, Suite 100, Bethlehem, PA 18017.** Please specify which you are requesting. Requests must be received by 4/5/12.

Sponsor: This Contest is sponsored by **Viamedia, 3910 Adler Place, Suite 100, Bethlehem, PA 18017 and participating Ford Dealers.**

Contest Administrators: This Contest is administered by Million Dollar Media, PO Box 278, Woodbridge, NJ 07095.