

'Pick the Winners...Pick Your Chevy' 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: 'Pick the Winners...Pick Your Chevy' (the "Contest").

Contest Dates: The contest registration is scheduled to begin at 12:00:01am Eastern Time ("ET") on **6/13/11** and end at 11:00am ET on **8/7/11** (the "Registration Period"). The grand prize contest is scheduled to occur during the Pennsylvania 500 Race on **8/7/11**. 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, Chester, 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 and Hunterdon; who are age 18 or older as of date of entry, and have a valid U.S. driver's license and automotive insurance, except the following persons who are not eligible to enter or win:

- a. Employees, officers, and directors of participating Chevrolet dealers (collectively, "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.

How to Register: Be one of the first 5,000 registered contestants to submit a Top 5 Chevrolet Finisher and their finishing position prediction. To enter, visit www.pickachevy.com during the Registration Period, find and click the web banner promoting the contest to connect to the Contest website and registration page. Each entrant must fully complete the registration page with all required information including his/her name, complete address (*including city, state & zip*), valid email address, birth date, phone number (*including area code*), county of residence, preferred local dealer. Each entrant must also complete their prediction of the Top 5 Chevrolet Finishers and their exact finishing position of the designated race. Entrants must make the 'Driver Selections' from the provided "Pick Down" list on the contest website, which will include the **driver's first name, last name and their car number**. Contestants must select the driver and their corresponding finishing position (not the car number). Contest Sponsor and Administrator are not responsible for any unscheduled driver's who participate in a designated racing event. Contest Sponsor and Administrator are not responsible for any scheduled driver's who are unable to participate in a designated racing event. In the event of a replacement driver for any designated vehicle, the replacement driver will count for the contest.

	Grand Prize Contest
Race	Pennsylvania 500
Date	8/7/11
Entries must be received by:	11:00.00am ET on 8/7/11

After having read and agreed to these Official Rules, click the submit button to submit your on-line registration. On-line registration must be fully complete for all required information. Maximum of one registration per person and per valid email address. Any on-line registration submitted with an invalid email address will automatically be disqualified, and will be ineligible to claim any prize. Incomplete or illegible registrations will be disqualified.

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 information regarding the Sponsor(s), featured products or services, special events or sales offers, or purchase incentives 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 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 the prize. Any attempt by any participant to obtain more than the stated number of entries allowed by using same, multiple/different email addresses, identities, or any other methods will void all 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.

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 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 and will not be returned.

Grand Prize Contest: At the conclusion of the race, the Contest Administrator will compare each eligible finalist's Top 5 Chevrolet Finishers and their finishing position prediction to the actual outcome of the race. The official final race results and all decisions by race officials shall be final for the purposes of determining the actual Top 5 Chevrolet Finishers and their finishing position of the designated race. If the order of the finishing position of the Top 5 Chevrolet finishers of the race is changed or altered in any way after the race by disqualification or forfeit of any driver, then only the final official race results will apply for determining the actual Top 5 Chevrolet Finishers and their finishing position.

In order to claim the grand prize, an eligible finalist must have submitted an eligible entry that correctly predicted the actual Top 5 Chevrolet Finishers in the designated race and their exact finishing position. In the event that there is no correct Top 5 Chevrolet Finisher in the designated race and their exact finishing position prediction submitted by an eligible finalist, then the Grand Prize **will not be awarded.**

Prize Awards:

Grand Prize: If the eligible selected finalist correctly predicts the Top 5 Finishing Chevrolet Driver's in their exact finishing order for the designated race, that finalist will be eligible to claim the grand prize, subject to approval and verification of compliance with these Official Rules. The grand prize is: **Winners choice of a Chevy Malibu, Chevy Silverado 2 WD, Chevy 1500 Pickup Truck or a Chevy Camaro with a MSRP of \$35,000 not including sales tax.**

Winner must accept delivery of vehicle from the sponsor designated dealer, or as otherwise specified by Sponsor. Administrator 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.* 2010), if the 2011 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 (1) grand prize will be awarded. In the event that more than (1) eligible contestant submits a winning entry during the contest, then a random drawing will be held among tied contestants to determine the Grand Prize Winner. In the event that no contestant submits a winning number guess, then the grand prize will not be awarded.

Bonus Prize Contest – Closest Guess: The eligible contestant who has submitted a prediction that is closest to the Top 5 Finishing Chevrolet Driver's in their exact finishing order will be declared the Bonus Prize Winner. The bonus prize is \$1,000. A Maximum of (1) bonus prize will be awarded. In the event of any grand prize winner(s), the bonus prize winner will be the next best runner-up entry that does not have the Top 5 Finishing Chevrolet Driver's in their exact finishing order. The bonus prize winner will be determined by identifying the contestant who has submitted the most Top 5 Finishing Chevrolet Driver's in their exact finishing order in a row, starting with the first driver. In the event of a tie between any eligible contestants (i.e. two or more contestants have submitted a prediction that is closest to the Top 5 Finishing Chevrolet Driver's in their exact finishing order starting with the first driver), then a random drawing will be held among tied contestants to determine the bonus prize winner.

Weekly Prizes: On 6/29/11, 7/6/11, 7/13/11, 7/20/11, and 7/27/11, Contest Administrator will randomly select (2) entrants from each "Preferred Local Dealer" database of entries (as selected and submitted by all entrants during the registration process) and award each entrant (2) concourse level seating tickets and (2) pit passes. Winners will be notified by phone and/or email, and prizes must be picked up at the designated "Preferred Local Dealer" (as indicated during the registration process) by close of business on 8/5/11. Failure to collect or properly claim any Weekly 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 each weekly prize is \$54,000.

All federal, state and local taxes are Prize winner's sole responsibility. Prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable. Other restrictions may apply. All properly claimed prizes will be awarded. Any unclaimed prizes will not be awarded, except as provided herein.

Prize winners will be required to complete and return a W-9 form (*if prize value exceeds \$600.00*), affidavit of eligibility, and liability/publicity release, and present a valid driver's license and social security card before prize will be awarded. Winners 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 taxes on prize(s). Failure to collect or properly claim any Grand 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 plus

Additional Rules & Restrictions: By participating in this Contest 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 Contest. In the event an entrant wins the prize and is later found to be in violation of these rules, he/she will be required to forfeit the prize or to reimburse Administrator for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in Contest 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 the 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 Contest, or the acceptance, possession or use/misuse of the prize (including any injury or harm resulting from use of the vehicle), and to assume all liability thereof.

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 and Internet access. Administrator 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 Administrator's control, or otherwise. Released Parties disclaim any liability for entries not received due to technical difficulties or transmission errors. Released Parties disclaim 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 related to or resulting from participating in or downloading any information necessary to participate in the Contest. 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 Contest, including, without limitations, errors which may occur in connection with the printing or advertising of this Contest, administration or execution of the Contest, the processing of entries or in the announcement of the prize or prize winner.

Administrator reserves the right to cancel, modify or terminate the Contest if fraud, misconduct or technical failures destroy or threaten the integrity of this portion of the Contest, in the opinion of the Administrator, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Contest as determined by Administrator, in its sole discretion. In the event of early termination of the Contest, Administrator reserves the right to determine the any applicable prize winner(s) 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 entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or the prize 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 Commonwealth of Pennsylvania; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, and in no event will entrant be entitled to received attorneys' fees or other legal costs; 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 Contest, 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 & Winner's Name: For a copy of these Official Rules or the name of prize winner, send a self-addressed stamped envelope to be received by 10/7/11 to: Top 5 Chevrolet Racing Prediction, C/O Million Dollar Media, LLC, PO Box 278, Woodbridge, NJ 07095. PLEASE SPECIFY which you are requesting: Official Rules or Winner's Name.

Sponsor: This Contest is sponsored by participating Chevrolet dealers, C/O Viamedia, 3910 Adler Place, Suite 100, Bethlehem, PA 18017.

Administrator: This Contest is administered by Million Dollar Media, LLC, P.O. Box 278, Woodbridge, NJ 07095.