

My Car My Way Official Rules

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

1. Eligibility: My Car My Way (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 old at the time of entry. Employees of AutoTrader.com, Inc., 360i, LLC, Dentsu, Inc., HelloWorld, Inc., 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: AutoTrader.com, Inc., 3003 Summit Boulevard Suite 200 Atlanta, GA 30319.
Administrator: HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Sweepstakes begins on August 25, 2014 at 12:00 a.m. Eastern Time ("ET") and ends on September 22, 2014 at 11:59:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit www.autotrader.com/mycarmyway and follow the links and instructions to watch the video, then follow the links to search on www.AutoTrader.com for your ideal car under \$26,000, then visit http://www.autotrader.com/mycarmyway_register and follow the links and instructions to complete and submit the registration form including the AutoTrader.com link to your ideal car. Upon completion and submission of the registration form, you will receive one (1) entry into the Sweepstakes. **Limit:** You may enter one (1) time during the Promotion Period. Multiple entrants or entries with the same physical or email address are not permitted. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. 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. The potential winner may be required to show proof of being the authorized account holder.

Bonus Entry:

Share On Twitter: During the Promotion Period, after you enter, follow the links and instructions to share the Promotion on Twitter. You will be prompted to sign into your Twitter account ("Account"). If you do not have an Account, visit www.twitter.com to create one. Accounts are free. Twitter's Terms of Service apply (<http://twitter.com/tos>). Once logged in to your Account, click on the link to tweet the prepopulated message, about the Promotion using Twitter. You will be given one (1) bonus Sweepstakes entry for sharing your ideal vehicle under \$26,000 on Twitter. **Limit:** One (1) bonus Sweepstakes entry for sharing the Promotion on Twitter during the Promotion Period.

5. 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 winner are 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 September 23, 2014. The potential winner will be notified by email. Except where prohibited, the potential Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration")

which must be received by Administrator, within three (3) days after the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable) or is not received by Administrator for any reason, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. The Prize winner will be contacted regarding the fulfillment of the prize within 8-10 weeks after the conclusion of the Promotion and the prize will be fulfilled by the designated dealership as soon as it becomes available.

6. Prize: ONE (1) PRIZE: Vehicle make and model (trim package depends on cost not to exceed the ARV) selected and submitted by potential winner during the Promotion Period; if Prize is less than the ARV, winner will receive a check in the amount of the difference between \$26,000 and the cost of the vehicle, for a total combined value not to exceed twenty six thousand (\$26,000) dollars. Approximate Retail Value ("ARV"): \$26,000. Winner is responsible for tax, title, license, registration, dealer preparation costs, auto insurance and other fees associated with Prize. Winner will be able to select from available in-stock base model vehicles at the dealership closest to winner's home. Sponsor will determine all other features; upgrades will be allowed only if permitted by delivery dealer and paid for by winner. Winner must be a licensed driver in the U.S. and will be required to provide proof of insurance at time of delivery. Winner must take delivery of Prize from the automobile dealership. Prize is non-transferable and no substitution will be made except as may be provided for herein and at the Sponsor's sole discretion. Sponsor reserves the right to substitute the Prize for one of equal or greater value if the designated Prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with or arising from Prize receipt and/or use. Odds of winning the Prize depend on the number of eligible entries received during the Promotion Period. Prize is not redeemable for cash. The Prizes are awarded "AS IS" with no warranty or guarantee either express or implied by Sponsor. Any warranties for the Prize are subject to those provided by the Prize manufacturer and winner agrees to look solely to such manufacturer for any such warranty claim. Winners will be responsible for all taxes and any other charges not specifically mentioned in these Official Rules. Sponsor intends that the use of the Prize awarded as part of this Sweepstakes complies with applicable federal, state, and local government gift and ethics rules. Acceptance of the Prize constitutes permission for Sponsor and those acting under its authority to use winner's name for advertising and promotional purposes without additional compensation in all media now known or hereafter discovered, without notice, review or approval, unless prohibited by law.

7. RELEASE AND LIMITATIONS OF LIABILITY:

a. BY ENTERING, ATTEMPTING TO ENTER, OR RECEIVING ANY PRIZE, YOU AGREE TO RELEASE AND HOLD HARMLESS SPONSOR, 360I, LLC, DENTSU, INC., ADMINISTRATOR, AND THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND PRIZE SUPPLIERS, AND EACH OF THEIR RESPECTIVE AFFILIATES AND PARENT COMPANIES AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIMS, COSTS, LIABILITIES, LOSSES, INJURIES, AND DAMAGES ARISING OUT OF THE SWEEPSTAKES, INCLUDING, BUT NOT LIMITED TO, ANY CLAIMS FOR PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, LOSS OF ENJOYMENT, OR ANY OTHER HARM WHATSOEVER ARISING OUT OF: (1) PARTICIPATION IN THE SWEEPSTAKES; (2) YOUR ENTRY, INCLUDING CREATION, SUBMISSION, EXHIBITION OR EXPLOITATION OF YOUR ENTRY; (3) THE QUALITY, RECEIPT, POSSESSION, USE, OR MISUSE OF ANY PRIZE; (4) ANY TRAVEL OR ACTIVITY THAT IS RELATED TO THE SWEEPSTAKES OR ANY PRIZE; (5) THE BREACH OR ALLEGED BREACH OF YOUR REPRESENTATIONS AND WARRANTIES HEREIN, (6) YOUR ACCEPTANCE, RECEIPT, OR USE OF ANY PRIZE; AND/OR (7) YOUR CONDUCT IN CREATING YOUR ENTRY OR OTHERWISE IN CONNECTION WITH THE SWEEPSTAKES.

b. BY PARTICIPATING IN THE SWEEPSTAKES, YOU ACKNOWLEDGE AND AGREE THAT THE RELEASED PARTIES WILL NOT BE LIABLE FOR ANY CLAIMS, LOSSES, OR INJURIES ARISING OUT OF: (1) INCORRECT OR INACCURATE INFORMATION IN THE OFFER OR ADMINISTRATION OF THE SWEEPSTAKES, INCLUDING BUT NOT LIMITED TO ERRORS IN ADVERTISING, THE OFFICIAL RULES, THE SELECTION AND ANNOUNCEMENT OF THE WINNERS, OR THE DISTRIBUTION OF THE PRIZES; (2) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE SWEEPSTAKES; (3) ELECTRONIC TRANSMISSION ERRORS RESULTING IN OMISSION, INTERRUPTION, DELETION, DEFECT, DELAY IN OPERATIONS OR TRANSMISSION, OR FOR TECHNICAL, NETWORK, TELEPHONE EQUIPMENT, ELECTRONIC, COMPUTER, HARDWARE OR SOFTWARE MALFUNCTIONS OR LIMITATIONS OF ANY KIND, OR INACCURATE TRANSMISSIONS OF OR FAILURE TO RECEIVE INFORMATION BY SPONSOR DUE TO TECHNICAL PROBLEMS OR TRAFFIC CONGESTION ON THE INTERNET OR AT ANY WEBSITE OR ANY COMBINATION THEREOF, WEB SITE USERS, TAMPERING, HACKING OR BY ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR UTILIZED IN THE SWEEPSTAKES; (4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE SWEEPSTAKES; (5) LOST, DELAYED, MISDIRECTED, OR UNDELIVERABLE MAIL OR E-MAIL; (6) LOST, LATE, INCOMPLETE, INACCURATE, STOLEN, MISDIRECTED, UNDELIVERED, DAMAGED, GARBLED, OR ILLEGIBLE ENTRIES, ENTRIES NOT RECEIVED FOR ANY REASON, OR ENTRIES NOT SUBMITTED IN ACCORDANCE WITH INSTRUCTIONS, ALL OF WHICH WILL BE DEEMED DISQUALIFIED; (7) CONDITION(S) CAUSED BY EVENTS BEYOND THE CONTROL OF SPONSOR WHICH MAY CAUSE THE SWEEPSTAKES TO BE DISRUPTED OR CORRUPTED; OR (8) INJURY OR DAMAGE TO PERSONS OR PROPERTY INCLUDING, BUT NOT LIMITED TO DEATH, WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM YOUR PARTICIPATION IN THE SWEEPSTAKES OR THE ACCEPTANCE OR RECEIPT OF A PRIZE.

c. IN NO EVENT WILL THE RELEASED PARTIES BE LIABLE FOR ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, PUNITIVE OR SPECIAL DAMAGES OR LOSSES OF ANY KIND (INCLUDING LOST PROFITS) RELATING TO THIS SWEEPSTAKES (OR ANY PRIZE AWARDED OR RECEIVED AS PART OF SAID SWEEPSTAKES), INCLUDING BUT NOT LIMITED TO, CLAIMS ARISING FROM BREACH OF CONTRACT, BREACH OF WARRANTY, TORT (INCLUDING NEGLIGENCE, PRODUCT LIABILITY OR STRICT LIABILITY), OR ANY OTHER THEORY OF LIABILITY.

8. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, 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. Sponsor 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, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. Disputes: Except where prohibited, you 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 you be permitted to obtain awards for, and you hereby waive 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 you 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.

10. Personal Information: Any personally identifiable information, including without limitation, Your name, image, age, address (including postal code), telephone number and/or email address, that you submit in connection with the Sweepstakes, will be used and collected in accordance with Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.autotrader.com/privacy.jsp>.

11. GENERAL: Sponsor reserves the right to: (i) cancel, modify, suspend, terminate and/or postpone the Sweepstakes if factors beyond its reasonable control (e.g., fraud, newly enacted legislation, systems malfunctions, failure or difficulties, Force Majeure Events) materially alters, impairs or prevents the administration, conduct, operation, or security of the Sweepstakes, as determined by Sponsor in its sole discretion; and/or (ii) disqualify You, and Your Entry, if You tamper with the entry process, act with intent to annoy, abuse, threaten or harass any other person, or disrupt the administration, conduct, operation, security of the Sweepstakes, or otherwise act in violation of the Official Rules. Should the Sweepstakes be terminated prior to the close of the applicable Sweepstakes Period, Sponsor reserves the right to award prizes based on the Entries received before the termination date. Any attempt by any individual(s) to tamper with the administration, conduct, operation or security of the Sweepstakes may be a violation of criminal and/or civil law and should such an attempt be made, Sponsor reserves the right to seek damages from any such individual to the fullest extent of the law. Should such an attempt be made, Sponsor reserves the right to seek damages from such individual(s) to the fullest extent permitted by law. Sponsor's failure to enforce any term of the Official Rules will not constitute a general waiver of that term or any other term in any other instance. The Sweepstakes is void in all territories or possessions of the United States not listed herein; all foreign jurisdictions; and all other areas where prohibited or restricted by law. The decisions of Sponsor regarding the selection of the prize winners and all other aspects of the Sweepstakes shall be final and binding in all respects.

12. ACCEPTANCE OF OFFICIAL RULES: By submitting an Entry to the Sweepstakes, You fully and unconditionally accept, and agree to be bound by these Official Rules and the decisions of Sponsor. You further acknowledge that winning a Prize is contingent upon fulfilling all the Official Rules and requirements set forth herein. Non-compliance with these Official Rules may result in disqualification of an Entry. If you do not agree to any of these terms, then please do not submit an Entry.

13. Winner List: For a winner list, visit <http://bit.ly/1mVuhbn>. The winner list will be posted after winner confirmation is complete.