

OFFICIAL SWEEPSTAKES RULES AND REGULATIONS

NO PURCHASE NECESSARY.

WHO CAN ENTER: This Sweepstakes is open to all persons who are legal residents of the United States on January 1, 2019 12:00 a.m. CST (Central Standard Time) and who are invited to enter by Ipsos. This promotion is not open to the general public. Employees, officers, directors of Ipsos-Insight, LLC, (“**Ipsos**”), and Bridgestone Retail Operations, LLC (“**Bridgestone**”), their respective parent companies, subsidiaries, divisions and affiliated companies and advertising or promotional agencies, immediate family members and members of the same household of such employees/officers/directors are not eligible to participate in this Sweepstakes.

SWEEPSTAKES SPONSOR: Bridgestone Retail Operations, LLC, 200 4th Avenue S., Nashville, TN 37201.

SWEEPSTAKES ADMINISTRATOR: Ipsos-Insight, LLC, 222 S Riverside Plaza, Customer Experience Department, Suite 400, Chicago, IL 60606

SWEEPSTAKES PERIOD: The Sweepstakes starts on January 1, 2019 and ends on 31 December 2019 (see below table for monthly entry periods and drawing dates). Ipsos’ computer is the official clock for all purposes of the Sweepstakes.

Entry Period (Month)	Starts at 12:00 a.m. CST	Ends at 11:59 p.m. CST	Approximate Drawing Date
1	1 January 2019	31 January 2019	7 February 2019
2	1 February 2019	28 February 2019	7 March 2019
3	1 March 2019	31 March 2019	8 April 2019
4	1 April 2019	30 April 2019	7 May 2019
5	1 May 2019	31 May 2019	7 June 2019
6	1 June 2019	30 June 2019	8 July 2019
7	1 July 2019	31 July 2019	7 August 2019
8	1 August 2019	31 August 2019	9 September 2019
9	1 September 2019	30 September 2019	7 October 2019
10	1 October 2019	31 October 2019	7 November 2019
11	1 November 2019	30 November 2019	9 December 2019
12	1 December 2019	31 December 2019	7 January 2020

HOW TO ENTER: All entrants who are invited by Ipsos and/or Bridgestone to participate in this Sweepstakes and who have completed the survey at www.firestonesurvey.com; www.wheelworkssurvey.com; or www.tiresplussurvey.com will receive one (1) entry. When responding to the survey, entrant must provide information that is true and correct to the best of his/her knowledge and belief or reflects his/her current honest opinion, as the case may be. Entrant further understands and agrees, upon request and without compensation, to respond to inquiries from Ipsos in the future to determine whether he/she still holds the opinions set forth in his/her survey responses.

Only one entry per person will be permitted, regardless of the website used to access the survey. Ipsos and Bridgestone are not responsible for lost, late, damaged, illegible/garbled, stolen, misdirected, misidentified, delayed, or incomplete entries, for any problems or technical or mechanical malfunction of any telephone systems, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry (or set of survey responses) to be received by Ipsos or Bridgestone on

account of technical problems or traffic congestion on the Internet or at any website, or inaccurate entry information, whether caused by equipment, programming used in this Sweepstakes, human processing or otherwise, or any combination thereof. Automated or programmed methods of entry are prohibited. Proof of submission of survey responses does not constitute proof of receipt of same or proof of entry. Entries become the property of Bridgestone and will not be returned. Receipt of entry may be acknowledged but such acknowledgment is not otherwise binding upon Bridgestone or Ipsos.

In the event of dispute, the authorized owner of the e-mail address used to enter the Sweepstakes will be deemed to be the entrant. The authorized owner is the natural person assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization which is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

RANDOM DRAW: Ten (10) winners per month will be selected in a random draw from among all eligible entries received. Each monthly Draw will be conducted on or about the day indicated in the table above at the offices of Ipsos, 222 S Riverside Plaza, Customer Experience Department, Suite 400, Chicago, IL 60606, USA. Ipsos and Bridgestone reserve the right to require proof of age and jurisdiction of residence prior to awarding any prize. If a minor is selected, the parent or legal guardian of the selected entrant must sign an affidavit, in order for their child to be declared the winner. The prize will be issued in the parent or legal guardian's name.

PRIZE: Ten (10) prizes per month. Each winner will receive a \$50 gift card, which has no expiration date and is subject to terms and conditions of use as indicated thereon/provided therewith. Limit of one (1) prize per person. Prizes are non-transferable and non-assignable. No substitution of prizes is permitted except by Bridgestone in its sole discretion due to prize unavailability for any reason and only then for a prize of equal value. Prizes are not redeemable for cash except as required by applicable law. The odds of winning are dependent upon the number of eligible entries received for each monthly drawing.

WINNER NOTIFICATION: Potential winners will be notified by email approximately 48 hours after selection in the draw. Potential winners will be required to acknowledge via email their receipt of notification of eligibility for prize. If no response is received by Ipsos within 10 business days of notification, the prize will be forfeited and an alternate winner may be selected from the remaining eligible entries received for the applicable monthly draw.

GENERAL: Neither Ipsos nor Bridgestone are responsible for any costs associated with claiming any prize. Winners are solely responsible for the reporting and payment of any and all taxes, if any, that may result in claiming a prize in this Sweepstakes. Prizes will only be shipped to a street address in the (50) United States or the District of Columbia.

Entries in any way tampered with, forged, mutilated, incomplete, illegible/garbled, or submitted by or through fraudulent means, will be disqualified, in the sole discretion of Ipsos and Bridgestone. This includes any entry that does not comply with these Official Rules in any respect.

Decisions of Ipsos and Bridgestone are final and binding on all matters of fact, interpretation, eligibility, procedure and fulfillment in respect to this Sweepstakes and these Official Rules.

By participating in this Sweepstakes and accepting the prize, the winners consent to the use by Bridgestone of their name, hometown, age, and photograph for any lawful purpose, without further permission or compensation, except where prohibited by law. The winners agree to abide by and be bound by these Official Rules.

Ipsos, Bridgestone, their subsidiaries and affiliated companies and each of their respective directors, officers, employees, agents, representatives, advertising, promotion, and fulfillment agencies, and legal advisors are not responsible for and shall not be liable for: (i) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (ii) failed, incomplete, garbled, or delayed computer transmissions; (iii) any condition caused by events beyond the control of Ipsos and/or Bridgestone that may cause this Sweepstakes to be disrupted or corrupted; (iv) any injuries, losses, or damages of any kind arising in connection with or as a result of any prize, or acceptance, possession, or use of any prize, or from participation in this Sweepstakes; or (v) any printing or typographical errors in any materials associated with this Sweepstakes. Bridgestone reserves the right, in its sole discretion, to suspend or cancel this Sweepstakes at any time if a computer virus, bug, tampering, unauthorized intervention, or other technical problem of any sort or any other occurrence/event beyond its control (e.g., natural disaster, civil commotion, strike or governmental action) corrupts/affects the administration, security, or proper play of this Sweepstakes. In such event, Bridgestone will make the prizes available for affected month(s) of the Sweepstakes via random drawing from among all eligible entries received for such affected month(s) or otherwise in a manner determined by Bridgestone in its sole discretion to be fair, appropriate and consistent with these Official Rules. Notice of such action by Bridgestone will be posted on the Ipsos survey site. Ipsos and Bridgestone also reserve the right to disqualify, in their sole discretion, any person tampering with the entry process, the operation of the survey websites, or who is otherwise in violation of these Official Rules. Any attempt to damage the Ipsos survey websites or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws. Should such an attempt be made, Ipsos and Bridgestone reserve the right to prosecute violators to the fullest extent allowable by law

By participating in this Sweepstakes, each participant agrees to release and hold Ipsos, Bridgestone, their respective parent companies, divisions, subsidiaries and affiliated companies and each of their respective directors, officers, employees, agents, representatives, advertising, promotion, and fulfillment agencies, and legal advisors, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with this Sweepstakes or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

The failure of Ipsos or Bridgestone to enforce any provision of these Official Rules in a given instance will not constitute the waiver of same.

Any dispute or claim regarding the Sweepstakes will be resolved pursuant to laws of the State of Tennessee, without regard to conflicts of law/choice of law principles. All entrants consent to the personal and exclusive jurisdiction of the federal or state courts located in Davidson County, Tennessee and waive any right of change of venue, *forum non conveniens* or the like. Entrants further agree, to the fullest extent permitted by law, that any legal action regarding the Sweepstakes will be brought individually (and not as part of a class action) and that their recovery in any such legal action shall be limited to actual out-of-pocket costs incurred in participating in the Sweepstakes (if any), with any right to other damages/relief and attorney's fees being expressly waived.

For a list of prize winners or for a copy of these Official Sweepstakes Rules and Regulations, send a self-addressed stamped envelope to: Bridgestone Sweepstakes, c/o Ipsos, 222 S Riverside Plaza, Customer Experience Department, Suite 400, Chicago, IL 60606, with a written request by Mail no later than one year after the monthly close date for the relevant drawing. Void where prohibited or restricted by law.