

## 2017 Customer Experience Survey Sweepstakes Official Rules

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ENTRY IS AVAILABLE VIA INTERNET AT THE END OF THE SURVEY OR BY MAIL IN SUBMISSION TO BRIDGESTONE, 333 E LAKE ST, BLOOMINGDALE, IL 60108, ATTN. Boss Experience Manager. Sweepstakes runs from January 1, 2017 at 12:00 AM Central Time through December 31, 2017 at 11:59 PM Central Time (the "Sweepstakes Period").**

**1. Eligibility:** The sweepstakes is open to legal residents of the 50 United States and the District of Columbia, 18 years of age or older, excluding employees of Bridgestone Retail Operations, LLC (BSRO), its affiliates, subsidiaries, retailers (including Firestone Complete Auto Care, Tires Plus and Wheel Works), distributors, sales representatives, advertising and promotional agencies and the immediate families (spouse, children, parents, siblings and their respective spouses) or members of the households of each such ineligible individuals. All federal, state and local laws and regulations apply. Void where prohibited.

**2. How to Enter:** Go to the indicated website and complete the entry form with all required information. Or, as an alternative, send a mail-in submission with your first and last name, mailing address, preferred telephone number and email address to Bridgestone, 333 E Lake St, Bloomington, IL 60108, Attn. Boss Experience Manager. All entries must be received by end of Sweepstakes Period; but, to be eligible for a given month's drawing, entry must be received between 12:00 a.m. CT on the first day of that month and 11:59 PM CT on the last day of that month (each a "Sweepstakes Close Date"). Receipt of entries may be acknowledged, but such acknowledgment does not constitute any representation as to Sweepstakes eligibility. Completion of a survey is not necessary to enter and will not increase your chances of winning the Sweepstakes. Sponsor is not responsible for late, lost, illegible/garbled, damaged, corrupted, jumbled, misdirected or incomplete entries, all of which are void. Limit one entry per Person. Any person who attempts to participate with multiple e-mail and/or street addresses, under multiple identities or uses any device or artifice to enter more than once will be disqualified. Electronic entries must be manually key-stroked. Entries generated by script, macro, robotic, programmed or like means are prohibited and will be disqualified. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the Authorized Account Holder of the e-mail account from which the entry is submitted as of date of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

**3. Prizes/Value:** Grand Prize (12 in total; 1 per monthly drawing): \$500 gift card. Issuer of gift card is to be determined by Sponsor in its sole discretion and a gift card is subject to terms and conditions of use as indicate thereon. Limit of one (1) prize per family/household/address.

**4. Random Drawings/Prize Notification:** Winners will be selected via random drawing. There will be one (1) random drawing per month of the Sweepstakes Period. Each monthly drawing will consist of all eligible entries during that month. (Non-winning entries will not be retained for subsequent months' drawings.) Each drawing will be conducted by Senior Manager, Customer Experience, the independent judging agency, on or about (10) business days after the end of a month. Winners will be notified via mail or e-mail and may be required to sign and return an Affidavit of Eligibility and a Liability/Publicity Release within indicated time period to claim prize. If winner cannot be contacted for any reason, if winner fails to timely return Affidavit/Release, or is determined by Sponsor to be ineligible or otherwise in violation of these Official Rules, such winner will be disqualified and the prize forfeited without compensation of any kind; and, in such case, an alternate winner may be selected from among all remaining eligible entries received for the applicable monthly drawing. Odds of winning depend on number of eligible entries received for a given monthly drawing.

**6. General:** Winners shall have no right to substitutions, cash redemptions or transfer of prize except as required by law and as provided herein. Sponsor reserves the right to substitute prize of equal value should advertised prize become unavailable for any reason. All unspecified expenses relative to acceptance and use of prize are the winner's sole responsibility. All prizes will be awarded and all taxes on prizes are the sole responsibility of winner. By participating in this promotion, entrants agree to abide by and be bound by these Official Rules and the decisions of the judges/Sponsor, which are final and binding in all matters relating to this Sweepstakes. The Sponsor reserves the right at any time to withdraw this Sweepstakes or to modify, amend, or supplement these rules, in its sole discretion, subject to applicable law. By accepting a prize, winners consent to use of his/her name, photograph and/or likeness for advertising and promotion purposes without additional compensation, except where prohibited by law. Participants waive the right to assert as a cost of winning a prize, any and all costs of redemption and any liability which might arise from redeeming or seeking to redeem said prize. By participating, entrants agree to release Bridgestone Retail Operations, LLC and its directors, officers, employees and agents, including without limitation its advertising and promotion agencies and affiliates, from any and all liability for loss or damage incurred with respect to participation in the Promotion or the awarding, receipt, possession, use or misuse of any prize. By accepting a prize, winners acknowledge that neither Sponsor nor its directors, employees, affiliates, or agents, have made or are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to such prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or any web site; to be acting in violation of the Official Rules or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. The preceding in no way precludes Sponsor from taking other actions against such individuals so as to protect its rights. By participating in this Sweepstakes, the winners consent to the use by Sponsor 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.

**7. Limitations of Liability.** Sponsor's computer is the official clock for purposes of the Sweepstakes. Sponsor and its agencies assume no responsibility for (a) any incomplete, incorrect or inaccurate information, whether caused by web site users, tampering, hacking or by

any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of any web site and/or entries; and (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of e-mail on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof, or for injury or damage to entrant's or to any person's computer (or any information/materials stored therein) related to or resulting from downloading materials from any web site or participating in the Sweepstakes. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as originally planned due to any reason beyond Sponsor's control (e.g., natural cataclysm, unauthorized human intervention, fraud, civil commotion), Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes; and, in such case, Sponsor will select the prize winner(s) for affected drawing(s) from among all eligible entries received for such affected drawing(s) or otherwise in a manner which is equitable and in accordance with these Official Rules, as determined by Sponsor in its sole discretion. Notice of such action will be posted on the website.

**8. Personal Information.** Any personally identifiable information collected during an individual's participation in the Sweepstakes will be collected and used by Sponsor and their agents for the purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and for the purposes set forth in a survey and will not be shared with any third party except as required by law, or to conform with legal process or to protect or defend the legal rights or property of the Sponsor or as otherwise set forth in Sponsor's Privacy Policy available at the bottom of the page of our websites (firestonecompleteautocare.com; tiresplus.com; hibdontire.com; wheelworks.net).

**9. DISPUTE RESOLUTION/GOVERNING LAW:** To the fullest extent permitted by law, by participating in the Sweepstakes, you agree that: (a) any action at law or in equity initiated by any person or entity against Sponsor or any person or entity affiliated with Sponsor arising out of or relating to these Official Rules or this Sweepstakes shall be filed exclusively in the courts of Davidson County, Tennessee, and you hereby consent and submit to the personal and exclusive jurisdiction of such courts for the purposes of litigating any such action, with any right of change of venue or *forum non conveniens* or the like being expressly waived; (b) any such action shall be resolved individually, NOT as part of a class action; (c) any claims/judgments/awards shall be limited to actual out-of-pocket costs incurred, but NOT attorneys' fees (or damages/remedies/relief of any other kind). These Official Rules and the Sweepstakes shall be governed by the laws of Tennessee without regard to choice of law/conflict of law principles of Tennessee or any other jurisdiction.

**10. Winners List:** For a list of prize winners, send a self-addressed, stamped envelope for receipt by February 5, 2018 to: Bridgestone Retail Operations c/o 2016 Customer Experience Survey Winners List, 333 East Lake Street, Bloomingdale, IL 60108.

**SPONSOR:**

Bridgestone Retail Operations, LLC  
333 East Lake Street, Bloomingdale, IL 60108