2016 Mercedes-Benz Ryder Cup We are 13 Sweepstakes
OFFICIAL RULES

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

BY ENTERING THE 2016 MERCEDES-BENZ RYDER CUP WE ARE 13 SWEEPSTAKES ("SWEEPSTAKES"), YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE RELEASED PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter, Inc. You are providing your information to Sponsor and agencies acting on its behalf with regard to this Sweepstakes, and not to Twitter. Please see the "Entrant's Personal Information" section below for details regarding the use of personal information collected in connection with this Sweepstakes.

Sponsor: Mercedes-Benz USA, LLC, 303 Perimeter Center North, Suite 202, Atlanta, GA 30346. Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

1. Eligibility: The Sweepstakes is open only to legal residents of the fifty (50) United States including the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Mercedes-Benz USA, LLC ("MBUSA" or "Sponsor"), authorized Mercedes-Benz dealers, Professional Golfers Association of America, Engine Shop LLC, HelloWorld, Inc., and any of 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.

2. Agreement to Official Rules: Participation in this Sweepstakes 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 this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. Timing: The Sweepstakes begins on September 6, 2016 at 12:00 a.m. Eastern Time ("ET") and ends on September 19, 2016 at 12:00 p.m. ET (the "Sweepstakes Period"). A clock chosen by Sponsor will serve as the official time-keeping device for the Sweepstakes.

4. How to Enter: You will need to use your Twitter account to participate. Creating a Twitter account is free, but is subject to its terms of service (https://twitter.com/tos)**.** Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor.

There are two (2) ways to enter:

> During the Sweepstakes Period, you can earn an entry into this Sweepstakes by Retweeting the "Sponsor's Sweepstakes Tweet" from @MBUSA or its celebrity advocates. The Sweepstakes Tweet will always include #MBSweepstakes and a link to these Official Rules.
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> Alternatively, you can tweet your own content about the Promotion and include the hashtag #MBsweepstakes.

By taking either of these actions, you will automatically receive one (1) Sweepstakes entry. If you Tweet your own content message (herein referred to as your Submission), you agree that it conforms to the Submission Content Restrictions, defined below, and that Sponsor may disqualify you from the Sweepstakes if it determines, in its sole discretion, that your Submission fails to conform to these Restrictions.

Content Restrictions:

- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not disparage Sponsor, or any other person or party;
- The Submission must not feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate into his/her Submission for this Sweepstakes;
- The Submission must be solely the original work created by entrant;
- The Submission must not contain content that is inappropriate, indecent, obscene hateful, tortious, defamatory, libelous or otherwise objectionable to Sponsor;
- The Submission must not contain content that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Submission is created.

Limit: Each entrant may receive one (1) entry each day during the Sweepstakes Period by either Retweeting or Tweeting your own content Submissions received from any person or Twitter account in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. In the event of a dispute regarding any Submission, the authorized account holder of the Twitter account used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned a Twitter account and 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. Potential winner may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 8, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions, all of which will be void.

5. Sponsor's Use of Tweets: Tweeting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

6. Grand Prize Drawing and Winner Notification: 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 Sweepstakes Period, on or around September 19, 2016. The potential winner will be notified through Twitter and will be required to complete and return a Declaration of Compliance, Liability Waiver and where not prohibited, a Publicity Release ("Declaration") within two (2) days of the date notice or attempted notice is sent, in order to claim the prize. If the potential winner cannot be contacted, or fails to provide the completed Declaration within the required time period, the potential winner forfeits his/her 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 two (2) alternate drawings will be held, time permitting, after which the prize will remain un-awarded.

7. Prize: ONE (1) GRAND PRIZE: Ryder Cup 2016 Package: A trip for winner and a guest to Minneapolis, MN, including passes to the Ryder Cup. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Minneapolis, MN; four (4) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) tickets per day to the Ryder Cup 2016 including access to Mercedes-Benz Hospitality area for September 30, 2016 - October 2, 2016 and ground transportation to

and from destination airport, hotel and Ryder Cup event. Winner must be able to travel between September 29, 2016 through October 2, 2016 or prize will be forfeited. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if the Ryder Cup is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value of the trip is $3,500. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. In addition, Sponsor will provide an additional cash payment in the form of a corporate check intended to help offset any federal or state tax obligations related to the acceptance of this prize. Value of the check will depend on the actual value of the trip prize but the total value of the prize will not exceed $5,000.

Prize is non-transferable and no substitution will be made except as provided herein 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 prize receipt and/or use. Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Sweepstakes Period.

8. Release: By receipt of any prize, winner agrees to release and hold harmless the Sponsor, authorized Mercedes-Benz dealers, Professional Golfers Association of America, Engine Shop LLC, Twitter, Inc., Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

9. 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. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission 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 and void all associated Submissions. 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 and other remedies (including attorneys' fees) 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. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Sweepstakes; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Sweepstakes, the uploading, the processing or judging of Submissions, the announcement of the prizes or

in any Sweepstakes-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

10. Disputes: Except where prohibited, entrant 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 entrant be permitted to obtain awards for, and entrant hereby waives 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 the entrant 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.

11. Entrant's Personal Information: Trust is a cornerstone of Sponsor's corporate mission and the success of Sponsor's business depends on it. Sponsor is committed to maintaining your trust by protecting personal information it collects about you. Information collected from entrants is subject to Sponsor's Privacy Policy http://www.mbusa.com/mercedes/policies/privacy_statement. By entering the Sweepstakes, each entrant hereby agrees to Sponsors' collection and usage of his/her personal information as set forth in the Sponsor's Privacy Policy and acknowledges that he/she has read the terms of Sponsor's privacy policy.

12. Winner List: For a winner list, visit http://bit.ly/2bPnMMJ. The winner list will be posted after winner confirmation is complete.