

## Valley Toyota Dealers Sweepstakes Official Rules

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

**1. Eligibility:** Valley Toyota Dealers Sweepstakes (the "Sweepstakes") is open only to legal residents of Arizona who are at least eighteen (18) years old and who hold a valid driver's license at the time of entry. Employees, directors, and officers of Valley Toyota Dealers Association, Inc., its member dealerships 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 a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Valley Toyota Dealers Association, Inc., Seventh Floor, Camelback Esplanade II, 2525 East Camelback Road, Phoenix, AZ 85016-9240. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Timing:** The Sweepstakes begins on November 4, 2014 at 12:00 a.m. Mountain Time ("MT") and ends on November 23, 2014 at 11:59 p.m. MT (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit one (1) of the participating ten (10) Toyota dealerships (for a list of participating dealerships see the chart below) and locate the Sweepstakes entry tablet in the new vehicle sales area (ask any sales representative for assistance). Using one (1) of the provided tablets, follow the instructions to complete and submit the registration form, including the keyword ("Keyword") for the dealership you are entering from. Valid Keywords are as follows:

<b>Dealership</b>	<b>Address</b>	<b>Keyword</b>
AutoNation	7970 S. Autoplex Loop, Tempe, AZ 85284	AN
Avondale	10005 W. Papago Freeway, Avondale, AZ 85323	AT
Bell Road	2020 W Bell Road, Phoenix, AZ 85023	BR
Big Two	1250 S. Gilbert Road, Chandler, AZ 85249	BT
Camelback	1550 E. Camelback Road, Phoenix, AZ 85014	CB
Earnhardt	6136 E. Auto Loop Ave, Mesa, AZ 85206	EA
Larry Miller	8633 W. Bell Road, Peoria, AZ 85382	LM
Right	7701 E. Frank Lloyd Wright Blvd, Scottsdale, AZ 85260	RT
Riverview	2020 Riverview Auto Drive, Mesa, AZ 85201	RI
Surprise	13543 N. Autoshow Ave, Surprise, AZ 85288	SU

Once you submit the entry form, you will automatically receive one (1) Sweepstakes entry into the pool for the dealership you entered from. Limit: You may enter one (1) time during the Promotion Period. Entry in more than one dealership pool is not permitted. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries 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. Potential winner(s) may be required to show proof of being an authorized account holder.

**5. Drawing(s):** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner(s) are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the forty (40) (which will be four (4) from each participating dealership pool) potential Sweepstakes finalists (each a "Finalist") from all eligible entries received during the Promotion Period, on or around November 24, 2014. Potential Finalists must be present at the dealership that they entered through on November 28, at the time specified by that dealership when Finalist is contacted. Sponsor will hold a random drawing at each participating dealership on November 28, 2014 to award each prize listed below in Section 6. Time of final drawings at the dealerships for Finalists will be during reasonable daytime business hours (between 9 am and 5 pm, local time) and each Finalist will be told the specific time be at the respective dealership. Each Finalist must be present at the participating dealership they entered through at the time of the drawing to win. The potential winner of any prize valued at \$600 or greater will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Sponsor before the prize is delivered to the winner. If a potential winner cannot be contacted, fails to sign and return the Declaration of Compliance, Liability and Publicity Release (when applicable) or provide any other requested information within the required time period, or prize is returned as undeliverable, potential winner(s) forfeits the prize. In the event that a potential winner of a prize is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries in that dealership pool. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be awarded on site during the final drawings at each participating dealership.

**6. Prizes:** TEN (10) GRAND PRIZES (one (1) per participating dealership): A 2015 Toyota Camry (Model #2546) (sales tax and the first year's license plate fee is included). Sponsor will determine all features of automobile including but not limited to color of exterior and interior, and all other features or upgrades will be allowed only if permitted by delivery dealer and paid for by winner. Winner must be a licensed driver and will be required to provide proof of insurance at time of delivery. Winner is responsible for title, license, registration, dealer preparation costs, auto insurance and other fees associated with prize. Winner must take delivery of prize from the automobile dealership designated by Sponsor. Approximate Retail Value: \$28,000. TEN (10) FIRST PRIZES (one (1) per participating dealership): A Samsung 60" flat screen TV. ARV: \$1,499. TWENTY (20) SECOND PRIZES (two (2) per participating dealership): An iPad. ARV: \$399. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Each 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 a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Each winner is responsible for all taxes and fees associated with prize receipt and/or use and must submit to Sponsor all documentation requested by Sponsor to comply with all applicable federal, state, and local tax reporting and withholding requirements. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) prize per person.

**7. Release:** By receipt of any prize, winner(s) agree(s) to release and hold harmless Sponsor, 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.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**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 or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. 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.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing 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 entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (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. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, 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. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. 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.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy (<http://www.phoenix.buyatoyota.com/en/legal/index.page>).

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

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