

**Revive Your Ride! WIN Fall Giveaway  
Official Rules**

**NO PURCHASE, TEST DRIVE OR SUBMISSION TO SALES PRESENTATION NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.**

**Giveaway Dates:** Revive Your Ride! WIN Fall Giveaway ("Giveaway") begins on 10/15/11 at 12:00 AM Eastern Standard Time ("EST") and ends on 12/31/11 at 11:59 PM EST (the "Giveaway Period").

**Who is Eligible:** To enter, you must be a legal resident of the fifty (50) United States or the District of Columbia, and be 18 years of age or older. Employees, officers, directors and agents of Motorcycle Industry Council ("Sponsor"), American Hole 'n One ("Administrator"), and each of their respective parents, affiliated companies, subsidiaries, distributors, dealers, retailers, printers, advertising and promotion agencies and any and all other companies associated the design or execution of this Giveaway (collectively, the "Promotion Parties"), and the members of their immediate families (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) or households, whether or not related, of any of the above, are not eligible to enter or win. The Giveaway is subject to all applicable federal, state and local laws and regulations. Void outside the United States and where prohibited by law.

**How to Enter:** During the Giveaway Period, there are two ways to receive an entry code: 1) visit a participating dealer to pick up an entry code (visit [www.reviveyourride.org](http://www.reviveyourride.org) for a complete list of participating dealers). Each entry card will include the web site you must visit for entry and the code needed for submission. Once at the web site, fully complete the online entry form according to the provided instructions, and submit as directed to receive one (1) entry. A valid email address and phone number (including area code) are required to enter. Additional entries above and beyond the stated limit will be void. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process will be void. Entries that are incomplete or corrupted are void and will not be accepted. Entries must be received by 11:59 PM EST on 12/31/11 to be eligible. Or 2) to receive one (1) entry code by mail, send a self-addressed, stamped envelope to: Revive Your Ride Giveaway Entry Card Request, 2 Jenner Ste 150, Irvine, CA 92618. Mail-in entry card requests must be postmarked by 12/31/11 and received by 1/7/12 to be eligible. Then, using the code and information provided on the entry card received, visit the web site and fully complete the online entry form and submit as directed by 11:59 PM EST on 1/10/12 to receive one (1) entry. Limit one (1) entry per person per email address and four (4) entries total per household for the entire Giveaway Period, regardless of method of entry. Mechanical reproductions and entries generated by any means which subvert the entry process are void. All entries become the property of Administrator and will not be acknowledged or returned.

**CAUTION:** ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS GIVEAWAY MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Promotion Parties are not responsible for: (i) electronic transmissions or entries that are lost, late, stolen, incomplete, inaccurate, damaged, garbled, misdirected, undelivered, illegible, delayed, postage-due or not received by the Promotion Parties or their respective agents for any reason, (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries, (iii) failed, interrupted or unavailable hardware, network, software, cable, satellite, Internet Service Provider (ISP), or telephone transmissions, damage to entrants' or any person's computer and/or its contents, or causes that jeopardize the administration, security, fairness, integrity or proper conduct of this Giveaway, (iv) any other mechanical, technical, printing, typographical, human, or other errors or malfunctions or technical failure, jumbled, scrambled, delayed, or misdirected

transmissions relating to or in connection with the Giveaway, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Giveaway, the processing of entries, the announcement of the prizes, or in any Giveaway-related materials, or (iv) any entries submitted in a manner that is not expressly allowed under these Official Rules and all such entries will be void. Sponsor reserves the right to cancel, modify or terminate the Giveaway for any reason, including if fraud, misconduct, technical failures or other causes destroy or threaten the integrity of the Giveaway, in the opinion of the Sponsor/Administrator, or if a computer virus, bug, worm, tampering, unauthorized intervention, or other technical problem or other cause corrupts the administration, security, or proper conduct of the Giveaway as determined by Sponsor/Administrator, in their sole discretion. In the event of early termination, the Sponsor reserves the right to conduct the random drawing from among all eligible, non-suspect entries received up to time of such impairment. In the event a dispute as to an entry submitted by multiple users having the same e-mail account, an entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry, and such person will be required to meet the eligibility requirements of these Official Rules. "Authorized account holder" means the natural person who was assigned an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Potential winners may be requested to provide proof (to the Promotion Parties' satisfaction) that they are the authorized account holder. Any damage made to the website will also be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor.

**Winner Selection:** A random drawing will be conducted by the Administrator on or about 1/11/12 to select the potential prize winners from among all eligible entries received during the Giveaway Period. Odds of winning depend on the number of eligible entries received. Each potential prize winner will be notified initially by phone beginning approximately on or about 1/11/12 and will be asked to confirm his/her eligibility, and indicate his/her willingness to accept the applicable prize as described below. Upon confirmation of his/her eligibility as well as his/her willingness to accept the applicable prize, potential winners may be required to execute and return affidavit of eligibility, liability and, unless prohibited by law, publicity release and a W-9 form within a time period specified by Administrator. If a potential prize winner is ineligible or otherwise fails to return such documents within the specified time period fully-executed, if a prize or prize notification is returned as undeliverable, or if Administrator is unsuccessful to reach and speak directly with a potential prize winner by phone within a reasonable time period, a potential prize winner cannot or does not wish to accept a prize or is not in compliance with these Official Rules, such potential prize winner will be disqualified and, at Sponsor's discretion, an alternate winner will be randomly selected for the prize at issue and notified as per the procedures outlined above. Failure to collect or properly claim a prize in accordance with these Official Rules will result in forfeiture of the prize. If forfeited for any reason, Sponsor will have no further obligation to such winner and may, at its sole discretion, randomly select an alternate winner who will be notified as per the procedures outlined above. If a prize winner is at least 18 but still considered a minor in his/her state of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein.

**PRIZES: Grand Prize (1):** A \$10,000 Pre-Loaded Bank Debit Card, which may be used at participating motorcycle retailers (Approximate Retail Value ("ARV"): \$10,000). **First Prize (1):** A \$2,500 Pre-Loaded Bank Debit Card, which may be used at participating motorcycle retailers (ARV: \$2,500). **Second Prize (1):** A \$1,000 Pre-Loaded Bank Debit Card, which may be used at participating motorcycle retailers (ARV: \$1,000). Limit one (1) prize per person, per email address and per household for the entire Giveaway. Prizes are non-transferable and no prize substitution allowed, except at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. Winners will be issued an IRS Form 1099 reflecting the actual value of the prize. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winners will be solely responsible for paying all federal, state and local taxes, as well as all other costs and expenses associated with prize acceptance and use not specified herein as being awarded. Debit cards are subject

to certain terms and conditions as specified by issuer. Certain prize restrictions apply. All prize details are at Sponsor's sole discretion. **Total ARV of all prizes: \$13,500.**

**Additional Rules & Restrictions:** By participating in this Giveaway, entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and the Administrator, which shall be final and binding in all matters relating to this Giveaway. In the event a winner is found to be in violation of any of these Official Rules, he/she will be required to forfeit the awarded prize or to reimburse the Sponsor for the stated value of such prize if such violation is found after the prize has been used by winner. Acceptance of a prize constitutes permission for Sponsor and its designees to use each winner's name, city and state of residence and/or likeness for purposes of advertising and trade in any and all media now or hereafter known worldwide in perpetuity, without limitation or further compensation, notification or permission, unless prohibited by law. By participating, each entrant further agrees to release and hold Promotion Parties harmless from and against any and all claims, damages and liability of any kind arising from or in connection with, in whole or in part, directly or indirectly, the acceptance, possession or use/misuse of a prize, participation in the Giveaway or in any prize-related activities and entrants assume all liability in connection therewith.

**Winners' List:** For the names of the winners (available after 1/27/12), send a self-addressed, stamped envelope to: Revive Your Ride! WIN Fall Giveaway Winner's List, PO Box 2227, Buford, GA 30515-9227. Winners' list will be available until 6/27/12.

**Sponsor:** Motorcycle Industry Council, 2 Jenner Ste 150, Irvine, CA 92618.

**Administrator:** American Hole 'n One, Inc., 55 Scott Street, Buford, GA 30518.