

OFFICIAL RULES 2017 BUICK GMC ULTIMATE OUTDOOR SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ELIGIBILITY: THE 2017 BUICK GMC ULTIMATE OUTDOOR SWEEPSTAKES (THE "SWEEPSTAKES") IS OPEN ONLY TO LEGAL RESIDENTS OF THE STATES OF MINNESOTA AND WISCONSIN WHO ARE 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Buick Motors, GMC Motor Division, General Motors LLC, Synergy Marketing Partners ("Administrator"), Select Minnesota Buick and GMC Dealers ("Sponsor"), Jack Morton Worldwide, Ron Schara Productions, Inc., their advertising and promotion agencies, parent companies and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

AGREEMENT TO THE OFFICIAL RULES: By participating, Entrants agree to be bound by these Official Rules and the decisions of the Administrator, which are binding and final on matters relating to this Sweepstakes. This Sweepstakes is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein. Administrator's computer will be the official time-keeping device for the Sweepstakes.

TIMING: The Sweepstakes begins on January 19, 2017, at 12:00 a.m. Central Time ("CST") and ends on October 31, 2017, at 11:59 p.m. CST (the "Promotional Period"), and consists of four (4) entry periods (each an "Entry Period") as outlined in the chart below.

Entry Period	Entry Period Start Date, 12:00 AM CST on:	Entry Period End Date, 11:59 PM CST on:	Approximate Draw Date:
1	01/19/2017 at 12:00 AM CST	02/16/2017 at 11:59 PM CST	02/21/2017
2	02/17/2017 at 12:00 AM CST	03/10/2017 at 11:59 PM CST	03/15/2017
3	03/11/2017 at 12:00 AM CST	9/26/2017 at 11:59 PM CST	10/02/2017
4	9/27/2017 at 12:00 AM CST	10/31/2017 at 11:59 PM CST	11/06/2017

HOW TO ENTER: There are three (3) ways to enter the Sweepstakes during the Promotional Period:

Designated Shows – To enter, visit the Buick/GMC display that will be at the following events: Progressive Minneapolis Boat Show (01/19/17 – 01/22/17); Minnesota Golf Show (02/18/17 – 02/19/17); the Minnesota State Fair (08/24/17-09/4/17); and the Twin Cities Marathon (9/30/17-10/1/17). Sponsor may not display at all events and reserves the right to add, change and/or cancel its intentions to display at any or all of the above locations, at any time, without notice. Entrants will be asked to provide first and last name, mailing address, phone number and email address (optional). Entrants may also be asked to answer optional questions; however, they need not be answered in order to be eligible for the Sweepstakes. You automatically will receive one (1) entry into the applicable Entry Period.

On-site Events– During the Promotional Period, Sweepstakes Entry will also be made available at various Sponsor-selected Buick and GMC promotional events in the Twin Cities area where Buick/GMC Brand Ambassadors will be present. To enter the Sweepstakes, Entrant's may complete an Official Entry Form (available while supplies last) by providing their full name, complete mailing address, phone number, and email address (on-site entry) during the posted Hours of Operation of the Event and submit as directed. Participants may also be asked to answer optional questions; however, they need not be answered in order to be eligible for the Sweepstakes. You automatically will receive one (1) entry into the applicable Entry Period.

VIA WEBSITE: Visit the website www.MNBuickGMCUltimateOutdoorSweepstakes.com (the "Website") during the Promotional Period and complete the online entry form with the required contact information and submit as directed ("Online entry"). ONLINE ENTRIES MUST BE SUBMITTED BY 11:59 P.M. CST ON OCTOBER 31, 2017.

LIMIT: ONE (1) ENTRY PER PERSON OR HOUSEHOLD FOR THE SWEEPSTAKES REGARDLESS OF METHOD OF ENTRY. No mechanical reproductions of entry forms permitted. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different identities, registrations or any other methods will void that participant's entries and that participant may be disqualified. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. All entries become the property of Sponsor and/or Administrator and will not be acknowledged or returned.

WINNER SELECTION AND NOTIFICATION: Administrator will randomly select the potential Entry Period winners from all eligible entries received during each Entry Period of the Promotional Period, on or around the dates indicated in the chart above in the Timing section. Non-winning Entry Period Entries will carry over into subsequent Entry Period drawings. Each potential winner will be notified by telephone and/or email, as determined by Administrator, within approximately five (5) days of the aforementioned drawing dates. Messages may not be left. Sponsor shall have no liability for any winner notification that is lost, intercepted, or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner may, in Sponsor's sole discretion, forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected. Administrator reserves the right to disqualify anyone not fully complying with the Official Rules. Potential winner must verify address and return within five (5) days an affidavit of eligibility, a liability release and (where legal) a publicity release (collectively, the "**Prize Claim Documents**") and addition proof of eligibility, if requested. Failure of any winner to return the Prize Claim Documents within the specified time period may result in forfeiture of the prize and selection of an alternate winner from the remaining eligible entries for that prize. A prize will not be awarded until all such properly executed forms are returned. An IRS Form 1099 will be issued in the name of the prize winner for the actual value of the prize received with an actual value over \$599.99. Prize winners may need to provide his or her Social Security Number in accordance with Internal Revenue Service regulations. The IRS Form 1099 will be issued for the calendar year in which the prize was delivered and fulfilled. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winner of the Sweepstakes (the "Winner(s)"). Unclaimed prizes may not be awarded.

PRIZES/ODDS:

Entry Period Prize	Draw Date	Prize Description	Approximate Retail Value
Entry Period 1 Prize Boat Show	02/21/2017	Ron Schara Outing One-night hotel/dinner the night before depending on the half day boating schedule and location of excursion	\$1,310
Entry Period 2 Prize	3/15/2017	3-night stay and fishing tour \$250 gift card to DICK'S Sporting Goods store	\$1,730

Golf Show			
Entry Period	10/02/2017	3-night stay and fishing tour	\$1,730
3 Prize		\$250 gift card to DICK'S Sporting Goods store	
State Fair			
Entry Period	11/06/2017	\$500 gift card to DICK'S Sporting Goods store	\$500
4 Prize			

PRIZES/ODDS: There will be a total of four (4) prizes awarded during the sweepstakes. One (1) prize for each Entry Period.

- **Entry Period PRIZE ONE:** An opportunity for winner and a guest to fish with Ron Schara in a lake to be determined in Minnesota along with a one-night hotel stay for winner and guest (double occupancy) in a standard hotel room in a hotel of Sponsor's choice near the launch location for the fishing trip and a dinner for winner and guest. APPROXIMATE RETAIL VALUE ("ARV": \$1,310).
- **Entry Period PRIZE TWO:** Three (3) night stay for winner and guest in a standard hotel room in hotel of Sponsor's choice near the launch location (with double occupancy) and fishing tour at a lake to be determined in Minnesota for winner and guest along with a \$250 gift card to DICK'S Sporting Goods store. (ARV: \$1,730)
- **Entry Period PRIZE THREE:** Winner and a guest will receive a three (3) night stay (with double occupancy) in a standard hotel room in a hotel of Sponsor's choice near the launch location and a fishing tour in a lake to be determined in Minnesota along with a \$250 gift card to DICK'S Sporting Goods store. (ARV: \$1,730)
- **Entry Period PRIZE FOUR:** One (1) \$500 Gift Card to DICK'S Sporting Goods store. (ARV) \$500.00.

ARV for the prizes in the Sweepstakes is as of date of drafting these Official Rules. For all prizes, trip dates and location to be determined by the Sponsor, based on availability. Sponsor will also make reasonable efforts to work with winner's schedule but cannot guarantee availability based upon winner's schedule.

ODDS OF WINNING A PRIZE DEPENDS ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED FOR EACH ENTRY PERIOD.

Gift cards are subject to, and must be used in compliance with, the terms and conditions set forth on the respective gift card and as set forth by the gift card issuer. DICK'S Sporting Good's Terms and Conditions may be found here: <http://www.dickssportinggoods.com/helpdesk/index.jsp?display=gift&subdisplay=terms>. Winner must protect the gift card and treat the gift card as they would any other valuable document. Gift card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the Winner's permission and will be voided if altered or defaced. Gift cards are not redeemable for cash or credit. All product and brand images are trademarks or registered trademarks of their respective companies, which are not sponsors or affiliated with this Sweepstakes. DICKS'S Sporting Goods is not a Sponsor of, or affiliated with, this Sweepstakes in any manner.

GENERAL PRIZE RESTRICTIONS: All travel related expenses, including but not limited to, ground transportation to and from home, taxes (federal, state, and local), gratuities, incidentals, upgrades, insurance, service charges, airport surcharges, departure taxes, hotel, resort or property fees, food & beverage (not otherwise specified) and personal expenses such as telephone/Internet charges, and gift shop purchases are the sole responsibility of prize winner. Winner must have valid photo ID prior to departure. Prize Trip Package must be taken on dates specified by Sponsor or prize will be forfeited in its entirety. Winners will be solely responsible for any/all transportation to/from hotel and fishing location. Winners and guests must have a valid fishing license, as required by law, before any fishing activity. Guest of Winner for each trip must be of legal age of majority in his/her jurisdiction of residence (and at least 18) unless a child or legal ward of Winner and may be required to complete, sign, and return, a liability release, publicity release (where applicable), and waiver before travel. If guest is a child or legal ward of Winner, Winner may be required to execute and return such documents on behalf of such child or legal ward.

If prize winner is unable to make the trip or is otherwise unavailable on the determined date or the opportunity to fish is cancelled for reasons beyond the Sponsor's control, prize winner understands and agrees that the opportunity to fish component has NO CASH VALUE and that the prize will consist of only the remaining prize elements listed above.

In the event the prize winner (or guest) engages in behavior that, as determined by the Sponsor in its sole discretion, is obnoxious or threatening, illegal, or that is intended to annoy, abuse, threaten or harass any other person, the Sponsor reserves the right to terminate the trip or other applicable experience early, in whole or in part, and send the prize winner home with no further compensation.

Hotel accommodations are subject to availability at time of reservation. Blackout dates, advance booking requirements and travel restrictions may apply. Availability is subject to factors such as weather, seasonality and space availability. Reservations are subject to availability. If weather affects the ability for prize winner to redeem any portion of trip (or fishing) portion of prize, or if prize winner declines to accept a portion of the prize, during the scheduled date and time, then the Sponsor shall have no further obligation to the winner other than to supply the remaining elements of the prize package minus the unused portion of prize. If for any reason whatsoever, winner is unable to travel after all travel arrangements have been made and paid, the Sponsor shall have no further obligation to the winner. If prize is forfeited prior to Sponsor finalizing and paying for travel, and there is sufficient time to notify an alternate winner, the entire Prize may be awarded to an alternate winner in a separate random drawing from among all non-winning eligible entries. Prior to travel, winner and travel companion will be responsible for obtaining the proper travel and fishing documentation (e.g., valid photo ID and fishing license), at their sole cost and expense. Prize Trip Package must be taken on dates specified by Sponsor or prize will be forfeited in its entirety.

Prizes (and their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Sponsor and/or Administrator, who reserve the right to substitute the Prizes in whole or in part with another prize of comparable or greater value if the intended prize is not available for any reason as determined by the Sponsor and/or Administrator in its sole discretion. Winners are responsible for all federal, state, local and income taxes associated with winning prize. Winners will be required to furnish his/her social security number for the sole purpose of preparation of any tax forms as required by law. Except where prohibited by law, acceptance of a Prize constitutes permission for Sponsor to use winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any media throughout the world without additional prize, incentive, consideration, consent or review; and upon request, winner will provide written consent to such use. All prize details are at Administrator's and/or Sponsor's sole discretion. Any depictions of prizes are for illustrative purposes only. Any other incidental expenses on prize not specified herein are the winner's sole responsibility.

PARTICIPATION IN THIS SWEEPSTAKES AND THE RECEIPT AND/OR USE OF ANY PRIZE OFFERED IS AT YOUR OWN RISK. YOU SHOULD NOT ATTEMPT ANY BOATING ACTIVITY THAT IS BEYOND YOUR SKILL LEVEL. ENTRANTS ACKNOWLEDGE THE INHERENT HAZARDS, DANGERS, AND RISKS ASSOCIATED WITH BOATING, AND THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF SUCH ACTIVITIES AND ENTRANTS ASSUME THESE RISKS AND DANGERS.

GENERAL CONDITIONS/RELEASE: By participating (a) Entrants release Sponsor, Administrator, Buick Division, GMC Motor Division, General Motors LLC, Jack Morton Worldwide, Ron Schara Productions, Inc., and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents (collectively, the "Released Parties") from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) Entrants agree that Released Parties

will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize(s) (including any travel or activity associated thereto) or participation in this Sweepstakes; and (c) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a prize, including, but not limited to, the prize quality or availability. Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials, the administration of the Sweepstakes, or the announcement of the prize winner, including any such error as may give an erroneous indication that a prize has been won. In no event will more than the stated number of prizes be awarded.

Caution: any attempt to deliberately damage any website associated with this Sweepstakes, tamper with the entry process, or otherwise undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil laws, and should such an attempt be made, Sponsor and Administrator reserve the right to cooperate in the prosecution of any such individual(s) and to pursue all remedies to the fullest extent permitted by law. Released Parties' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor and/or Administrator reserve the right to amend the Sweepstakes dates or rules at any time without prior notice or obligation to you. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes which, in the opinion of Administrator and/or Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Administrator reserves the right, at its sole discretion, to disqualify any suspect entry or entrant and to cancel, terminate, modify or suspend the Sweepstakes. In the determination of the Winner will be made from among all eligible, non-suspect Entries received as of the date of the termination, cancellation or suspension as Administrator determines in its sole discretion. Entries not complying with these Official Rules are subject to disqualification.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION: Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or Prizes shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Hennepin County, Minnesota; (b) 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 (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Minnesota, without giving effect to any choice of law or conflict of law rules (whether of the State of Minnesota or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Minnesota.

WINNER'S NAME: The name of the Prize winners will be available after February 3, 2018, and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, 2017 Buick GMC Ultimate Outdoor Sweepstakes, c/o Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148, for receipt no later than April 2, 2018.

ENTRANT'S PERSONAL INFORMATION: Any personally identifiable information collected during an Entrant's participation in this Sweepstakes will be collected by Administrator and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these

Official Rules and in accordance with Sponsor's Privacy Statement as such are stated at (<http://www.gm.com/privacy>) and Administrator's privacy policy found at <http://www.SYNMP.com/privacy>. By entering the Sweepstakes, you agree to all of the terms and conditions of the Sponsor and Administrator's Privacy Statement.

SPONSOR: Select Minnesota Buick and GMC Dealers, 3880 North Hwy 61, White Bear Lake, MN 55110.

ADMINISTRATOR: Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148.