

OFFICIAL RULES

2017 DETROIT BUICK GMC PICK YOUR STYLE

SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE 2017 DETROIT BUICK GMC PICK YOUR STYLE SWEEPSTAKES (THE "SWEEPSTAKES") BEGINS AT 12:00 A.M. CENTRAL STANDARD TIME ("CST") ON JANUARY 1, 2017, AND ENDS ON JANUARY 5, 2018, AT 11:59 P.M., CST (THE "PROMOTIONAL PERIOD"). WHEN APPLICABLE, ADMINISTRATOR'S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE SWEEPSTAKES. **Finalists will be required to attend the January 13, 2018, Grand Prize Drawing at the North American International Auto Show to be eligible to win the Grand Prize.** You should not enter this Sweepstakes if you are not able to attend the Drawing on January 13, 2018.

ELIGIBILITY: THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE STATES OF MICHIGAN AND OHIO, WHO ARE 21 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY, AND POSSESS A VALID U.S. DRIVER'S LICENCE ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER AND WILL BE DISQUALIFIED. VOID OUTSIDE OF MICHIGAN, OHIO, AND WHERE PROHIBITED OR RESTRICTED. Employees of Buick Motor Division and GMC Motor Division, General Motors LLC, Metro Detroit Buick GMC Dealers Local Marketing Association ("Sponsor"), Synergy Marketing Partners ("Administrator"), Jack Morton Worldwide, and their respective parents, affiliates, subsidiaries, dealerships, distributors, and their advertising and promotion agencies 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 Sponsor, 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.

TIMING: The Sweepstakes begins on January 1, 2017, at 12:00 A.M. CST and ends on January 5, 2018, at 11:59 p.m. CST (the "Promotional Period").

TO ENTER: There will be ten (10) First Prize Winners to be determined by random drawing from among all eligible entries received during the Promotional Period and one (1) Grand Prize Winner to be determined by random drawing from among the ten (10) First Prize Winners at the Grand Prize Drawing event on January 13, 2018, at the North American International Auto Show located in Detroit, Michigan (1 Washington Blvd, Detroit, MI 48226).

There are four (4) ways to enter the Sweepstakes during the Promotional Period:

VIA WEBSITE: Visit the website www.BuickGMCPickYourStyle.com (the "Website") during the Promotional Period and complete the online entry form with the required contact information and submit as directed ("Online entry").

VIA ON-SITE: During the Promotional Period, Sweepstakes Entry will also be made available at various Sponsor-selected Buick and GMC promotional events in the Detroit 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 Sweepstakes.

VIA IN-STORE DEALERSHIP: Visit a participating Detroit Buick GMC dealership during regular hours of operation and obtain and complete the entry form, available while supplies last, and deposit it in the designated entry box. For a list of participating dealerships visit, www.BuickGMCPickYourStyle.com.

VIA RADIO: Beginning January 1, 2018, Sponsor will offer a radio call-in entry method during the live broadcast of either the Morning show, Mid-Day show, or Afternoon show on 104.3 WOMC Detroit's Greatest Hits Station ("Station") during a selected hour determined by WOMC "playtime." To participate, Entrants must call into the phone number provided on-air by WOMC and be the specific caller of that day example: caller five or caller ten. Entrant must be the designated caller to the phone number announced and, if eligible, will be declared a winner for that playtime. If either Station or Administrator determines the designated caller is not eligible, the Station may select the next consecutive eligible caller as the winner for that playtime. Listen to the participating station for details on specific times to play. This Entry method is not valid on weekends and holidays unless otherwise mentioned herein or announced on air. The winning callers of the on-air giveaway will be included in the eligible entries received for the drawing of the ten (10) potential finalists.

Neither Sponsor nor Administrator assumes responsibility for Entrants not placing timely phone calls to the Station as a result of the delays in the Internet stream. **WARNING:** Online listeners to streamed broadcasts may experience a lag in transmissions due to buffering limitations. Entrants should not rely on streamed broadcasts.

Website, On-Site, In-Store, and Radio, entries are hereinafter referred to as "Entry" or "Entries."

LIMIT: ONE (1) ENTRY PER PERSON, PER METHOD OF ENTRY, FOR A TOTAL OF FOUR (4) POTENTIAL ENTRIES. Website Entries will be deemed made by the authorized account holder of the email address submitted at the time of Entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be required to show proof of being the authorized account holder. 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. Entrants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Administrator will not accept submissions from wireless domains, blacklist domains, or any email address Administrator deems to be potentially harmful to the Website. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the property of Sponsor and/or Administrator and will not be acknowledged or returned. Please also see the "Entrant's Personal Information" section below, of these Official Rules.

FINALIST SELECTION: Administrator will select, via a random drawing on or about January 8, 2018, a total of ten (10) potential finalists ("Finalists") from among all eligible entries received during the Promotional Period, subject to verification and compliance with these Official Rules. Each of the up to ten (10) Finalists will be required to be present and checked in at the final Grand Prize Drawing at the North American International Auto Show lobby in Detroit, Michigan (1 Washington Blvd, Detroit, MI 48226), where the Grand Prize Winner will be announced. If a Finalist does not attend the Drawing for any reason, he or she is not eligible to receive the Grand Prize. **MUST BE PRESENT TO WIN THE GRAND PRIZE.** Finalists cannot transfer their chance to win the Sweepstakes to another individual. Finalists will receive an opportunity to attend the North American International Auto Show, and a chance to win the Grand Prize. Finalists will be contacted by the Administrator by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability, and use of likeness release, and except where prohibited by law, a publicity release form ("affidavit/release") within three (3) days of receipt. If any of the potential finalist's notifications are rejected, returned, or deemed undeliverable or a potential finalist fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the prize, that potential finalist will be deemed ineligible and a replacement may be randomly selected by Administrator from among the remaining eligible entries, time permitting.

It is anticipated that there will be a total of ten (10) Finalists, but this number could change based on various factors such as a Finalist being deemed ineligible or unable to attend the Grand Prize drawing.

FIRST PRIZE: Each Finalist will receive:

- One (1) ticket to the 2018 North American International Auto Show in Detroit, Michigan.

Approximate Retail Value ("ARV") of each First Prize: \$12,000. Additional expenses, including travel to/from the Drawing, parking fees, taxes, or other fees and costs not explicitly mentioned, are not included in the First Prize.

The odds of a particular entrant being selected as a Finalist depend on the number of eligible entries received during the Sweepstakes.

GRAND PRIZE WINNER SELECTION/VERIFICATION: Each of the up to ten (10) Finalists will be required to be present and checked in at the final Grand Prize Drawing on January 13, 2018, to win at the North American International Auto Show in Detroit, Michigan, where the Grand Prize Winner will be announced. If a Finalist does not attend the Drawing for any reason, he or she is not eligible to receive the Grand Prize.

All Finalists must present themselves to a Sweepstakes Sponsor representative for Drawing registration and present a valid government-issued photo identification. Each Finalist must personally appear at the Drawing to be eligible – no proxies are permitted. **FINALIST MUST BE PRESENT TO WIN THE GRAND PRIZE.** Finalists must fill out any registration and waiver forms required by Sponsor. Any finalists who do not present themselves to Sweepstakes sponsor representatives for Drawing registration by the time period specified may be disqualified and not replaced at the sole discretion of Sponsor. The Grand Prize Sweepstakes winner will then be selected in a random drawing event conducted by a representative of the Sponsor from among all eligible Grand Prize Finalists that are present at the Drawing (the "Potential Grand Prize Winner").

Potential Grand Prize Winner will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form ("affidavit/release") within five (5) days of receipt. If the Potential Grand Prize Winner's notification is rejected, returned, or deemed undeliverable or the potential winner fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the Grand Prize, that potential winner will be deemed ineligible and the Prize will be awarded to an alternate selected at an alternate drawing from all remaining eligible Finalists. Alternate winner will be subject to the same requirements. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential Grand Prize Winner will be declared the official winner of the Grand Prize (the "Grand Prize Winner"). Unclaimed Prizes will not be awarded.

GRAND PRIZE: One (1) Grand Prize Winner will receive a twenty-four (24) month lease on one (1) 2018 GMC Acadia or a 2018 Buick Envision (hereinafter the "Vehicle") The Grand Prize Winner will be required to sign a vehicle lease through Sponsor's or dealers approved leasing company of choice, which may have additional terms and conditions. Lease agreement consists of a maximum 10,000 miles per year during the twenty-four (24) month Lease. The Grand Prize Winner will be solely responsible for any additional costs associated with the Vehicle, including, without limitation, all federal, state and local taxes on the vehicle, title, tax, license, PDI (pre-destination inspection), registration, shipping, insurance, mileage that exceeds ten thousand (10,000) per year and any additional accessories and options as agreed to between winner and the authorized Buick GMC dealership location at which the Vehicle will be delivered, as determined by the Sponsor in its sole discretion. In the event the Grand Prize Winner's lease has a lesser value than twenty thousand dollars (\$20,000.00) the Grand Prize Winner will not receive the difference between the actual value of the lease on such vehicle and the value of the 24-month lease stated herein. Grand Prize Winner will be responsible for pick-up of the Vehicle at a time and location determined in the sole discretion of the Sponsor (Sponsor will endeavor, as a courtesy, to select a Buick GMC dealership close to the residence of the Grand Prize Winner, as determined by Sponsor in its sole discretion). Grand Prize Winner must complete all documentation required by Sponsor to take possession of the Vehicle. At time of award of Vehicle, Grand Prize Winner (i) will assume lease ownership of and responsibility for the Vehicle; (ii) will be required to sign various documents involving the Vehicle; and (iii) must furnish proof of residence, a valid driver's license as required by the law of the Grand Prize Winner's jurisdiction of residence and of the jurisdiction of pickup, and any required insurance coverage. Grand Prize Winner must complete a credit application for the 36-month lease and must have a qualifying credit rating. If the Grand Prize Winner does not meet the credit requirements of the lease agent, an alternate winner will be selected by random drawing from among the remaining eligible Finalists. Grand Prize Winner is solely responsible for determining the class of license necessary to legally operate the Grand Prize. Grand Prize Winner is solely responsible for complying with any applicable federal, state and/or local laws and regulations applicable to the

Vehicle, including without limitation registration requirements and operating restrictions. Sponsor reserves the right to withhold delivery of the Vehicle if the Grand Prize Winner does not comply with the above requirements and Grand Prize may be forfeited, in Sponsor's discretion, by Grand Prize Winner's such noncompliance. If the Grand Prize winner chooses not to accept the lease, they may take the cash buyout option of \$1,500.00. The Approximate Retail Value of Grand Prize: up to \$20,000.00.

The odds of a particular Finalist winning the Grand Prize are not to exceed 1 in 10, or 1 in the number of Finalists participating in the Grand Prize drawing if less than 10 participate due to ineligibility.

GRAND PRIZE RESTRICTIONS: The Sponsor will not provide any additional verbal or written warranties other than the standard written New Vehicle Limited Warranty provided with the Vehicle. Any difference between the stated value and actual value of the prize will not be awarded to the Winner. No cash or vehicle substitutes and no cash rebates. Lease cannot be assigned or transferred to a third party. Vehicle delivery is through an authorized Buick GMC dealer and conditional upon winner's execution and return of leasing company's customary motor vehicle lease documentation (including its standard consumer motor vehicle lease agreement and credit application). The vehicle must be returned at the end of the 24-month lease term. Winner will be responsible for pick up and return of Vehicle at time and location determined in the sole discretion of leasing company. Pictures, display vehicles or other representations of any vehicle used in connection with this Sweepstakes are not depictions or promises of the Prize, which may differ substantially.

In the Sponsor's sole discretion, a selected Grand Prize Winner may be required to forfeit the prize and an alternate grand prize winner may be selected (in Sponsor's sole discretion) in accordance with these Official Rules from the remaining eligible Finalists if selected Grand Prize Winner (i) declines or cannot accept, receive or use the prize for any reason; or (ii) fails to comply with these Official Rules. The maximum value of the prize set forth above represents the Sponsor's good faith determination of the maximum ARV thereof, and the actual fair market value, as ultimately determined the Sponsor, cannot be challenged or appealed.

GENERAL PRIZE RESTRICTIONS: Prizes may not be transferred or assigned. A prize must be accepted in its entirety and in current condition or not at all. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute a Prize 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 in its sole discretion. Prizes are subject to terms and conditions of issuer. 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.

Prizes are taxable income to the winners and winners will be responsible for all taxes and fees associated with prize receipt and/or use, if any. Sponsor may provide the winners with a W-9 which winner must complete and return to Sponsor for tax reporting purposes or prize may be forfeited, in Sponsor's sole discretion. Grand Prize Winner will be issued an IRS 1099 form or a T4A if Canadian resident.

Guest(s) of Finalist 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. A Finalist's guest (if minor child or legal ward of Winner, Winner on his/her behalf) may also be required to sign and return a Liability Release and (where legal) Publicity Release within three (3) days of date of issuance of notification.

If, due to some condition beyond Sponsor or Administrator's control, the Grand Prize Drawing Event cannot be held, Administrator reserves the right to make, in its sole discretion, alternate arrangements for date, time, and location, of the Grand Prize Drawing and will notify the Finalists of the alternate arrangements.

GENERAL CONDITIONS/RELEASE: By participating (a) Entrants release Sponsor, Administrator, Buick Motor Division and GMC Motor Division, General Motors LLC, Jack Morton Worldwide, 104.3 WOMC Detroit's Greatest Hits Station, and their respective parents, affiliates, subsidiaries, dealerships, distributors, prize suppliers, attorneys, and their advertising and promotion agencies (collectively, "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, by participating, 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, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Sweepstakes, 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 BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS OR INSTANT WIN GAME, 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 RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. 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, Sponsor and/or 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 event of any cancellation, termination or suspension, notice thereof will be posted at <http://www.SYNMP.com/rulesand> the determination of the Winners will be made from among all eligible, non-suspect Entries received as of the date of the termination, cancellation or suspension as Sponsor determines in its sole discretion. Entries not complying with all 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 Grand Prize vehicle awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for DuPage County, Illinois; (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 Illinois, 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 names of the winners will be available after February 13, 2018 and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, Detroit Buick GMC Pick Your Style Sweepstakes, c/o Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148, for receipt no later than April 13, 2018.

ENTRANT'S PERSONAL INFORMATION: By entering the Sweepstakes, you acknowledge that Sponsor and Administrator may use any personal information collected as part of the Sweepstakes entry form in accordance with

Sponsor's privacy policy, located at <http://www.gm.com/privacy>, Administrator's Privacy Policy, located at <http://www.synergy.com/privacy>.

SPONSOR: Metro Detroit Buick GMC Dealers Local Marketing Association, 38111 Gratiot Ave, Clinton Township, MI 48036.

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