

## **OFFICIAL RULES HYUNDAI'S SUPER BOWL LII SWEEPSTAKES**

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

**SWEEPSTAKES PERIOD:** Hyundai's Super Bowl LII Sweepstakes (the "Sweepstakes") begins on August 27, 2017, at 12:00 p.m. Central Standard Time ("CST") and ends on December 31, 2017, at 11:59 p.m. CST (the "Sweepstakes Period"). Administrator's computer will be the official time-keeping device for the sweepstakes.

**ELIGIBILITY:** THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF 50 UNITED STATES AND DISTRICT OF COLUMBIA (EXCLUDING THE STATES OF FLORIDA, NEW YORK, AND RHODE ISLAND) WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY AND HAVE A VALID DRIVER'S LICENSE ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Twin Cities Hyundai Dealers ("Sponsor"), Synergy Marketing Partners ("Administrator"), INNOCEAN Worldwide, the Minnesota Vikings , and NFL Entities\* (as defined below), and their respective officers, directors, agents, parents, affiliates, subsidiaries, dealerships and 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 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.

**HOW TO ENTER:** There are two (2) ways to enter the Sweepstakes during the Promotional Period: on-site at the Minnesota Vikings Home games or online at the website detailed below. No other method of entry will be accepted. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid or unintelligible entries. Proof of submission will not be deemed to be proof of receipt by Sponsor.

**ON-SITE ENTRY:** Visit the Hyundai display area at selected Minnesota Vikings home games (listed below) at US Bank Stadium during the Sweepstakes Period and complete the official entry form, available while supplies last, by providing the requested contact information such as: name, mailing address, phone number, email address, purchase horizon, and vehicle interest ("On-Site Entry") to receive one (1) Entry into the Sweepstakes. On-Site entries must be received prior to the display closing.

### Minnesota Vikings Home Game Schedule:

August 27, 2017, vs. San Francisco 49ers at 7:00 P.M. CST;  
August 31, 2017, vs. Miami Dolphins at 7:00 P.M. CST;  
September 11, 2017, vs. New Orleans Saints at 6:10 P.M. CST;  
September 24, 2017 vs. Tampa Bay Buccaneers at 12:00 P.M. CST;  
October 1, 2017 vs. Detroit Lions at 12:00 P.M. CST;  
October 15, 2017 vs. Green Bay Packers at 12:00 P.M. CST;  
October 22, 2017 vs. Baltimore Ravens at 12:00 P.M. CST;  
November 19, 2017 vs. Los Angeles Rams at 12:00 P.M. CST;

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 below listed locations, at any time, without notice.

**ONLINE ENTRY:** Alternatively, to enter the Sweepstakes without visiting the Hyundai display booth, you may visit the website [www.HyundaiSuperBowlLIISweepstakes.com](http://www.HyundaiSuperBowlLIISweepstakes.com) during the Sweepstakes Period and complete the online entry form

with the required contact information (including zip code) and submit as directed ("Online Entry") to receive one (1) entry into the Sweepstakes. Online Entries must be submitted during the Sweepstakes Period and by 11:59 p.m. CST, December 31, 2017.

Online and On-site Entries are hereinafter referred to as "Entry" or "Entries."

**LIMIT:** THERE IS A LIMIT OF ONE (1) SWEEPSTAKES ENTRY PER PERSON REGARDLESS OF METHOD OF ENTRY. Online 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, email addresses, 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.

**WINNER SELECTION:** The potential Sweepstakes Prize Winner will be selected by Administrator in a random drawing conducted on or about January 4, 2018, from among all eligible Entries received. Potential Sweepstakes Prize Winner will be contacted by the Administrator by telephone and/or email and 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 three (3) business days of receipt. If the potential winners' notification is rejected, returned, or deemed undeliverable or the potential winner fails to execute and return the affidavit/release within the specified time, declines or cannot accept, receive or use the prize for any reason, fails to comply with these Official Rules, or if he/she is otherwise ineligible to receive the 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 Entries (time permitting). Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winner will be declared the official winner of the Sweepstakes (the "Winner"). Winner will be required to provide to Administrator his/her Social Security number or tax ID for tax reporting purposes as Winner will be issued an IRS Form 1099 reflecting the approximate retail value of prize, to be filed with the Internal Revenue Service. In the event that the potential Sweepstakes Prize Winner is disqualified for any reason, that prize will be forfeited and awarded to an alternate. Unclaimed prizes will not be awarded.

**PRIZE/ODDS:** One (1) Prize Winner will receive the Hyundai's Super Bowl LII Sweepstakes Prize Package ("Prize"), which includes:

- Three (3) day, two (2) night accommodations in a double occupancy room at hotel near US Bank Stadium as determined by Sponsor in its sole discretion.
  - Check In: Saturday, February 3, 2018
  - Check Out: Monday, February 5, 2018
- Two (2) coach airline tickets from a major airport closest to winner's home (as determined by Administrator/Sponsor in its sole discretion; if winner resides within 200 miles of Minneapolis, Minnesota, Sponsor reserves the right to provide ground transportation in lieu of air transportation) to Minneapolis-St Paul International Airport
- Two (2) tickets to Super Bowl LII in Minneapolis, Minnesota in 2018
- Round-trip ground transportation between Winner's hotel and Super Bowl LII.
- One (1) \$500 Visa® Gift Card.

The ARV of the Prize Package is: \$7,100.00

The odds of winning the Prize are based on the number of eligible Entries received throughout the Sweepstakes Period.

**GENERAL PRIZE RESTRICTIONS:** All elements of the Prize Package are subject to availability. The actual value of the Prize Package may vary depending upon the location of the Winner's legal residence and the value of services rendered and products provided at the time of the game. Any difference between the actual value and ARV will not be awarded. All meals, taxes, gratuities, incidentals (including mini-bar and entertainment expenses), phone charges, ground transportation, baggage fees, and any other expenses not specifically identified in these Official Rules are the sole responsibility of the Winner. Winner must comply with all hotel check-in requirements, including but not limited to providing a major credit card for incidental expenses, and Winner and guest must have all necessary travel documents (e.g., photo identification). Winner and guest for the trip must be able to travel on dates specified by Administrator or prize will be forfeited. Guest of Winner for the 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 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. Prizes (including their individual components) may not be transferred or assigned. 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 (or any portion thereof) is not available for any reason as determined by the Sponsor in its sole discretion. Winner is fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes). The Winner may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes as the Winners will be issued an IRS Form 1099 reflecting the actual value of a Prize. Except where prohibited by law, the acceptance of a prize, or being accepted as a Winner, constitutes permission for Sponsor and Administrator to use the 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 compensation, prize, incentive, consideration, consent or review; and upon request, the Winner must provide written consent to such use.

National Football League game, event, and exhibition dates and times, are determined in the sole discretion of the Office of the Commissioner of Football and/or the applicable NFL Club, and may be subject to change. The terms and conditions of the tickets awarded as part of the Prize will govern in the event a legal game, event or exhibition, as defined by the NFL, is not played or held due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Winner and his/her guests agree to comply with all applicable NFL, Minnesota Vikings, and US Bank Stadium regulations in connection with the Prize. Sponsor, in its sole discretion, reserves the right to remove or deny entry to the Winner and/or his/her guests if he/she/they engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Released Parties (defined below) will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any NFL game, event or exhibition. NFL game, event and exhibition tickets awarded as prizes may not be resold or offered for resale. Any such resale may result in disqualification and Prize forfeiture and may invalidate the license granted by the game ticket(s).

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. 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.

**RELEASE:** By participating: (a) Entrants release Sponsor, Administrator, INNOCEAN Worldwide, Minnesota Vikings, NFL Entities, and their respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees, licensors, dealerships, 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 (including any travel or activity associated thereto) or participation in this Sweepstakes; and (c) acknowledge that said Released 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.

**LIMITATIONS OF LIABILITY:** 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. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THE 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, RELEASED PARTIES 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.

**GENERAL CONDITIONS:** 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 reserve the right, at their sole discretion, to disqualify any suspect Entry or Entrant and to cancel, terminate, modify, or suspend, the Sweepstakes and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor in its sole discretion. In the event of any cancellation, termination or suspension, notice thereof will be posted at <http://www.synmp.com/rules> and at [www.HyundaiSuperBowlIISweepstakes.com](http://www.HyundaiSuperBowlIISweepstakes.com). Entries not complying with all rules are subject to disqualification. Administrator 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. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

**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 Prize awarded 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. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. 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.

\*The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, and NFL International LLC, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or Sponsored this Sweepstakes in any way. © 2017 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

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The use of any non-Sponsor trademarks, service marks, logos, or other marks in connection with this Sweepstakes or any prize is not meant by Sponsor to imply the endorsement of the respective owner(s) of such marks, or any affiliation of the respective owner(s) of such marks with Sweepstakes advertisements or the Sweepstakes.

**WINNER'S NAME:** The name of the Winner is available after FEBRUARY 4, 2018 and may be obtained by sending a self-addressed stamped envelope to: Winner's name, Hyundai's Super Bowl LII Sweepstakes c/o Synergy Marketing Partners, 100 W. 22<sup>nd</sup> Street, Suite 134, Lombard, Illinois 60148, for receipt no later than APRIL 4, 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 Sponsors' privacy policy, located at <https://www.hyundaiusa.com/privacy-policy.aspx>, and Administrator's Privacy Policy, located at <http://www.SYNMP.com/privacy>.

**SPONSOR:** Twin Cities Hyundai Dealers: Hyundai Central Region, 2 Trans Am Plaza Drive, Suite 500, Oakbrook Terrace, Illinois 60181.

**ADMINISTRATOR:** Synergy Marketing Partners, 100 W. 22<sup>nd</sup> Street, Suite 134, Lombard, Illinois 60148.