



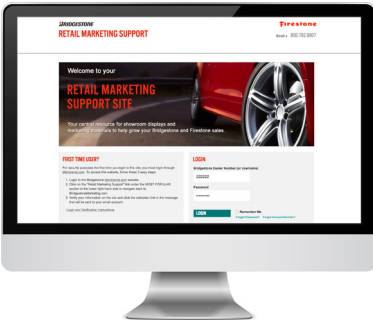
RETAIL MARKETING SUPPORT



BRIDGESTONEMARKETING.COM & YOUR BUSINESS – IT’S A WIN-WIN SITUATION

Create

Your BridgestoneMarketing.com Account by July 21st



You Are Automatically Entered for a Chance to Win

One of the Great Prizes!

GRAND PRIZE WINNER

National Promotion Campaign Boost

\$2,999 in Digital Advertising during the Bridgestone Fall National Promotion



5

Mobile Phone Charging Station

\$299 Value



30

Tire Glorifier

\$55 Value



Enter Today!

When you create your account on BridgestoneMarketing.com before July 21st, you are automatically entered for a chance to win one of our great prizes! Look for instructions on the lower left hand side of the website. If you need assistance creating your account, contact our help line at Support@BridgestoneMarketing.com or 800.792.8807. **Click here to learn more.**

Already a BridgestoneMarketing.com User?

If you have completed this process since June 29, 2017 you are automatically entered for a chance to win!

NO PURCHASE NECESSARY to enter or win. Void where prohibited. Sweepstakes open to legal residents of the 50 U.S & D.C., who are 18 years or older who are principals of an authorized Bridgestone and/or Firestone tire retailer in the U.S. in good standing under its dealer agreement with Bridgestone Americas Tire Operations, LLC. ("Sponsor"). Authorized U.S. retailers must have an active six digit number as per its dealer agreement (such determinations being made by Sponsor in its sole discretion). Starts 12:00 a.m. ET on June 29, 2017 and ends at 11:59 p.m. ET on July 21, 2017. For Official Rules, visit bridgestonemarketing.com.

Now You are Connected

to THOUSANDS of Valuable Marketing & Product Resources to Help You Sell More Tires



50+

Product Information Sheets on ON RAMP



17

Bridgestone Websites You Can Connect to Directly from ON RAMP



190

Educational Videos and Commercials on ON RAMP



304

Free Customized Ads were Created for Retailers in 2016



3,977

Broadcast Media (TV/Radio) Assets were Downloaded in 2016



430+

Showroom, Promotion & Literature Products are Available for Online Ordering



**NO PURCHASE NECESSARY TO ENTER OR WIN.
VOID WHERE PROHIBITED.**

- 1) **Sweepstakes Period:** The BridgestoneMarketing.com Account Validation Sweepstakes (the “**Sweepstakes**”) begins 12:00 a.m. ET on June 29, 2017 and ends at 11:59 p.m. ET on July 21, 2017 (the “**Sweepstakes Period**”). The Administrator’s clock is the official “timekeeper” of this Sweepstakes.

- 2) **Eligibility:** No purchase necessary to enter or win. Sweepstakes open to legal residents of the 50 U.S & D.C., who are 18 years or older who are **principals of an authorized Bridgestone and/or Firestone tire retailer** in the U.S. in good standing under its dealer agreement with Bridgestone Americas Tire Operations, LLC (the “**Sponsor**”). Authorized U.S. retailers must have an active six digit number as per its dealer agreement (such determinations being made by Sponsor in its sole discretion). Employees of the Sponsor, its parent, subsidiary, and affiliate companies and advertising and promotions agencies, including Don Jagoda Associates, Inc. (the “**Administrator**”) and members of their immediate families (spouses, parents, children and siblings and their spouses) and/or those living in the same household of each are not eligible. Sweepstakes is not open to the general public (i.e., all persons *other than* principals of an authorized U.S. retailer of Bridgestone and/or Firestone tires, as set forth above.) Void where prohibited or restricted by law. All applicable federal, state and local laws and regulations apply. It is your sole responsibility to review and understand your company’s policies regarding your eligibility to participate in promotions such as this. If you are participating in violation of your company’s policies, you may be disqualified from entering this promotion or receiving the prize. Sponsor disclaims any and all liability or responsibility for disputes arising between a principal and their company related to this matter and prize will only be awarded in compliance with the company’s policies.

- 3) **How to Enter:** During the Sweepstakes Period, enter by logging on to bridgestonemarketing.com (the “**Website**”) with your Bridgestone Dealer Number or Username (or follow the on-screen directions to set up an account if you are a new user of the Website), and complete the following validation process: 1) Access the “My Account” screen and review your account information for accuracy and confirm a password has been created for your account; 2) check your email account associated with your bridgestonemarketing.com account for an email containing a validation message (allow approximately 1-5 minutes for receipt of email; you are advised to add DoNotReply@BridgestoneMarketing.com.to your *Safe Senders* or similar list to avoid the email being classified as “JUNK” or “SPAM.”) 3) Click the “Complete the Validation Process Now” link within the email listed to receive one (1) Sweepstakes entry. Limit one (1) Sweepstakes entry per retailer/dealer during the Sweepstakes Period (even if a given retailer/dealer has more than one [1] principal). **Creation of a www.bridgestonemarketing.com account on behalf of a qualifying Bridgestone or Firestone dealer/retailer alone will NOT result in entry; rather, the account must be *verified in order to result in entry*.** More than the specified number of entries from any retailer/dealer will void all entries from any and all principals for that retailer/dealer. Use of computer programs and other automatic means to participate is prohibited. Entries generated by script or bot are not eligible. The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of participation) to enter/participate is prohibited. If Sponsor, in its sole discretion, suspects that a person has used an automated or similar device to participate in the Sweepstakes or is otherwise in violation of these Official Rules, all entries from that entrant/retailer/dealer will be void. Normal Internet access and usage charges imposed by your online service provider will apply.

All eligible entries must be received by 11:59 p.m. ET on July 21, 2017 to be eligible for the random drawing. For the avoidance of doubt, validation process must be **completed** by 11:59 p.m. ET on July 21, 2017 in order to result in entry; if initiated but not completed by that time, a retailer/dealer will not be entered in the Sweepstakes. In addition to principals who enter their retailers/dealers in the Sweepstakes between June 29, 2017 and July 21, 2017 (as discussed above), if the validation process was completed by a principal for a retailer/dealer between November 6, 2016 and the Start Date of the Sweepstakes, such retailer/dealer will be automatically entered once in the Sweepstakes.

- 4) **Random Drawing and Winner Notification:** Winners will be selected in a random drawing on or about July 27, 2017 from among all eligible entries received during the Sweepstakes Period (including automatic entries received by completing the validation process between November 6, 2016 and June 28, 2017). Drawing will be conducted by the Administrator of the Sweepstakes, an independent judging organization whose decisions are final and binding on all matters relating to the Sweepstakes. Potential winners will be contacted via phone/email within two (2) business days after winner selection has been accomplished, messages will not be left. Potential winners will be required to sign and return an Affidavit of Eligibility, Release of Liability/Prize Acceptance Form and (except where prohibited by law) a Publicity Release within five (5) days of notification attempt or prize will be forfeited and an alternate winner may be selected. Return of any prize notification as undeliverable may result in disqualification and alternate selection. A 1099 tax statement will be filed with the IRS for the Grand Prize winner's authorized Bridgestone and/or Firestone tire retailer for the actual value of all prize components (Grand Prize winning retailer will need to provide their taxpayer ID# on winner documents).
- 5) **Prize, Approximate Retail Value ("ARV") and Approximate Odds of Winning:** One (1) Grand Prize: A Bridgestone Fall National Promotion Campaign Boost integrated digital media campaign package for the winner's retailer location (ARV: \$2,999); Five (5) First Prizes: A Bridgestone/Firestone branded Mobile Charging Tower for the winner's retailer location waiting room (ARV: \$329.30 each); Thirty (30) Second Prizes: A Bridgestone/Firestone branded Tire Glorifier retailer display (ARV: \$81.05 each). Odds of winning will depend upon the number of eligible entries received during the Sweepstakes Period (including automatic entries received by completing the validation process between November 6, 2016 and June 28, 2017). For specific features of the prizes (including the Grand Prize), see the prize description on the Website. Such prize descriptions from the Website are made a part of these Official Rules and incorporated herein by reference. In the event of any inconsistency between a prize description on the Website and these Official Rules, the prize description on the Website will prevail, govern and control in all respects as to the specific features of a given prize; in all other cases, however, these Official Rules will prevail, govern and control. Additional details of the Grand Prize will be furnished at time of prize award and are in Sponsor's sole discretion. Prizes are awarded subject to availability and other restrictions. No prize substitution except by Sponsor due to prize unavailability for any reason and only then for prize of comparable value. Prize is intended for use by retailer/dealer location of winning principal, not for principal personally. Prizes are not transferable, not redeemable or exchangeable for cash and must be accepted as is. Sponsor makes no warranty, representation or guarantee of any kind (including the warranty of merchantability or fitness for intended purpose) regarding prizes. Any and all expenses as to acceptance and use of prize are the winner's (i.e., winning retailer/dealer's) sole responsibility.
- 6) **Verification:** Potential winners are subject to verification by Sponsor or Administrator, and such verification of potential winners is final and binding. All entries and related materials submitted become the sole property of the Sponsor. In no event will the Sponsor be obligated to award more

than the stated number of prizes. Use of automated entry devices or programs is prohibited. The Sponsor and its agencies assume no responsibility for any injury or damage to participants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes.

- 7) **General Rules:** By participating in the Sweepstakes, entrants/participating retailers agree to be bound by these Official Rules and the decisions of the Administrator and Sponsor. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, these Official Rules shall prevail, govern and control (except as expressly indicated otherwise, in Rule 5, as to prize descriptions). Entries become the property of the Sponsor. Sponsor will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage, any natural disaster or other event outside their control that may cause the cancellation of the Sweepstakes or the awarding and use of any prize. The Sponsor and its agencies and Administrator are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications (whether sent by or to a potential entrant/entrant/retailer/dealer) caused by the user or by any of the equipment or programming associated with or utilized in the Website or the Sweepstakes or by any human error which may occur in the processing of the entries in the Sweepstakes (or in the account verification/entry process itself) or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with the Website or Sweepstakes. In the event of a dispute as to ownership of any entry, the authorized account holder of the account used to register will be deemed to be the entrant (who must be eligible for the Sweepstakes). "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet access provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Winners may be required to show proof of being the authorized account holder of the account associated with the entry (as well as otherwise establishing eligibility for the Sweepstakes). Proof of entering information via the Website does not constitute proof of delivery or receipt of such information. Sponsor and/or Administrator (as identified in these Official Rules) are not responsible for the failure of any entry to be received by Sponsor/Administrator, the failure of any information in conjunction with completion of the bridgestonemarketing.com account verification process to be received by Sponsor/Administrator or for the failure of the bridgestonemarketing.com account verification email to be received by potential entrant on account of technical problems or congestion on the internet or at any Website. The Sponsor reserves the right at its sole discretion to disqualify all entries of any individual (and associated dealer/retailer) who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or Website; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or Website 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/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 running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes or Website, then the Sponsor reserves the right at its sole discretion to cancel, modify or suspend the Sweepstakes and select winners from among all eligible entries received prior to

Sponsor's action or to otherwise make the prizes available to be won in a manner deemed by Sponsor in its sole discretion to be fair, appropriate and consistent with these Official Rules. Notice of such action by Sponsor will be posted on the Website. **By participating in the Sweepstakes, entrants agree that Sponsor, Administrator, their respective parents, subsidiaries, affiliated companies, agents, advertising and promotion agencies, and all of their respective shareholders, officers, directors, employees and assigns, members, representatives and agents (collectively "Releasees"), will have no liability whatsoever for, and will be held harmless by entrant for any liability for any bodily injury, loss, cost or damages of any kind to persons, including death and property, damages sustained due in whole or in part, directly or indirectly, from entry creation, the acceptance, possession, use or misuse of prize or participation in the Sweepstakes or participation in any Sweepstakes or related activity.** By participating in the Sweepstakes, you hereby represent and warrant that you have read these Official Rules and are fully familiar with its contents.

- 8) **Governing Law & Venue:** Any and all disputes relating to the running of the Sweepstakes will be resolved in the appropriate courts in the county of Davidson, state of Tennessee, exclusively, and subject to the internal, substantive laws of the state of Tennessee. To the fullest extent permitted by law, by participating in the Sweepstakes, entrants agree to the personal jurisdiction of such courts; waive any right of change of venue, *forum non conveniens* or like right; agree to bring any action regarding the Sweepstakes individually (not as part of a class action); and agree that their recovery shall be limited to actual out-of-pocket costs incurred in participating in the Sweepstakes (if any) and waive any and all damages (including but not limited to compensatory, punitive, consequential or incidental damages) as well as any right to attorneys' fees. Should there be any conflict between the laws of Tennessee and any other laws, the conflict will be resolved in favor of the laws of the state of Tennessee.
- 9) **Winners List:** For the names of the winners, available after August 27, 2017 for a period of at least thirty (30) days, visit bridgestonemarketing.com and click on the winners link.
- 10) **Sponsor/Administrator:** The Sponsor of this Sweepstakes is Bridgestone Americas Tire Operations, LLC, 535 Marriott Drive, Nashville, TN 37214. The Administrator of this Sweepstakes is Don Jagoda Associates, 100 Marcus Drive, Melville, NY 11747.