

## 2015 SiriusXM Super Bowl Giveaway Sweepstakes

### OFFICIAL RULES

**NO PURCHASE NECESSARY To Enter or Win.**

**A purchase will not increase your chances of winning.**

**Void where prohibited. U.S. Law Governs.**

**Open only to legal residents of the 48 contiguous United States, and DC, 21 and older.**

**HOW TO ENTER.** Automotive dealerships which want to enroll in either the Pre-Owned Program and/or Service Lane Program (the "**Programs**") and both groups referred to herein as the "**New Dealer Enrollment Entry Pool**") can enter by going to [www.siriusxmdealerprograms.com/superbowl](http://www.siriusxmdealerprograms.com/superbowl), enrolling, and being "successfully activated" in either or both of the Programs, from 12:01 am ET on November 20, 2014 to 6pm ET on January 16, 2015 (the "**Entry Period**"). "**Successfully activated**" means a dealership was accepted into a Program and Sponsor sent the dealership an activation acknowledgement by **January 19, 2015**. An enrollment will also be accepted by faxing your enrollment form as instructed on the form. Proof of fax will not be deemed to be proof of receipt. Each Program enrollment will earn you one Entry during the Entry Period (i.e., maximum of 2 Entries is possible) but multiple entries in any single Program, on behalf of any dealership location will be discounted; the first enrollment to be submitted and cause the dealership to be successfully activated in a Program will be deemed the only valid entry.

Automotive dealerships currently active and participating in the Programs (referred to herein as the "**Participating Dealer Entry Pool**") will automatically be entered into this sweepstakes with one Entry per Program awarded (i.e. maximum of 2 Entries is possible for any dealer already in the Participating Dealer Entry Pool). If one of these dealerships is chosen a winner, it can choose to decline the prize.

Advice to Both Groups: The "**Entrant**" is deemed the dealership. A winner can only be the dealership. Sponsor will notify the Owner, Principal, or General Manager of winner status. If the individual who enrolled the dealership was not authorized to do so, or if the Owner, Principal or General Manager chooses to decline the Prize, the Prize will be forfeited and Sponsor will go on to the next eligible winner. If the dealership accepts the Grand Prize, the dealership must determine who will get the benefit of the prize, and who will pay the taxes on the prize. The dealership must make the appointment of who will enjoy the benefit of the Grand Prize and who will pay the taxes on the prize within two (2) business days of being notified of the prize award, or the Grand Prize will be forfeited and Sponsor will go on to the next randomly selected alternate.

**CONDITIONS OF ENTRY / ELIGIBILITY TO WIN.** Entrants agree to abide by the terms of these Official Rules and by the decisions of Sponsor which are final. This sweepstakes is open to legal residents of the contiguous United States and the District of Columbia who are at least 21 years of age at time of entry, except wherever prohibited or restricted by law. This sweepstakes is intended for play in the aforementioned areas only and shall only be construed and evaluated according to United States law. Do not enter this sweepstakes if you are not located in these areas. By participating in the sweepstakes, Entrants (i) agree to be bound by these Official Rules, including all eligibility requirements, (ii) agree to be bound by the decisions of Sponsor, which are final and binding in all matters, and (iii) agree that IF DETERMINED THE GRAND PRIZE WINNER (A) if you have won any prize valued at over \$500 from Sponsor within the last six (6) months, you will agree to forfeit winner status to the next eligible entrant in the drawing. (B) that no element of the prize, including

tickets to Super Bowl XLIX, may be transferred, sold, or used other than personally by at least you; and (C) if for some reason, Sponsor learns that an element of the Grand Prize will not be, or was not, used personally by at least you, or is unused, any and all vouchers and tickets must be returned to Sponsor. Entries that are incomplete or corrupted are void and will not be eligible. Entries that are not "successfully activated" (defined above) will not be eligible. Any effort by an entrant to misrepresent himself or herself through the use of aliases or multiple e-mail addresses will disqualify all entries of such individual. Sponsor and its agents reserve the right to verify eligibility qualifications of any winner. Failure to comply with these Official Rules may result in disqualification from the sweepstakes. This sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited by law.

**Who is not eligible to enter?** Anyone who is not an employee of an automotive dealership is not eligible to enroll a dealership in the Program and therefore is not eligible to enter this sweepstakes. Employees of Sponsor, or its subsidiaries, affiliates, advertising and promotion agencies, retailers or distributors, employees of The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "**NFL Entities**") and members of their immediate family (e.g., spouses, parents, domestic partners, children, siblings), are not eligible to win.

**SPECIAL PUBLICITY NOTICE.** By entering this sweepstakes you grant to Sponsor and its promotional agents your express permission (except where prohibited by law) to use your original submission on the radio for entertainment purposes (without identifying you by full name), without further compensation. Also, by entering this sweepstakes, if you are selected as a winner, you grant to Sponsor and its promotional agents your express permission (except where prohibited by law) to use your name, identity, description of prize won, hometown and likeness, if applicable, for promotional purposes, in any media now known or hereafter developed, including on the radio, and including for "live notification" of potential winner status purposes, without further compensation. Even though you consent to all of the above, Sponsor has no obligation to do any of it. See more details at "Winner Agreements" below.

**PRIZE.** One (1) "**GRAND PRIZE**" will be awarded. Grand Prize consists of: (a) round-trip coach air transportation for two (2) to Phoenix, Arizona (the "**Destination**"), from a major commercial airport in the continental United States, nearest to winner's primary residence, as determined by Sponsor; provided that Sponsor reserves the right to substitute ground transportation for air transportation if winner resides within one hundred fifty (150) miles of the Destination; (b) two (2) nights hotel stay in selected city for winner and guest; (c) 2 tickets to attend the Super Bowl XLIX on February 1, 2015 in Glendale, Arizona (the "**Event**") (Approximate Retail Value (ARV) of prize package: \$2,500.)

All other expenses specifically not mentioned herein, including without limitation, ground transportation, transfers, additional hotel amenities, fees and gratuities, meals, airline change fees, airline premium seat fees, airline baggage fees (both checked and carry on), personal expenses such as photos, souvenirs, and passport fees, are the responsibility of the winner and traveling companion. Travel and hotel accommodations are subject to availability. Certain blackout dates and material restrictions may apply. Date and location of any Event is subject to change and not the responsibility of Sponsor. If any Event is cancelled for any reason, Sponsor's only obligation is to award the other elements of the prize. If selected, if Grand Prize winner is unable to travel on dates required the selected Grand Prize winner will forfeit the prize and another winner will be selected from among

eligible entries received. Winner and guest must travel on same itinerary. No prize substitution, cash substitution, or assignment or transfer of prizes is permitted, except by Sponsor who may substitute a prize of equal or greater value if any portion of the advertised prize becomes unavailable. In no event shall more than the number of stated prizes be awarded. All prizes will be awarded. Any un-used elements of the Grand Prize will be forfeited, will not be redeemable for cash and may not reduce the prize value awarded for tax purposes. All federal, state, local and other taxes, costs and expenses relating to the use, acceptance and possession of the prize are the sole responsibility of the winner. Winner will receive an IRS Form 1099 for the actual value of prize awarded. Actual retail value of prize depends upon location of winner and fares at time of departure.

**WINNER SELECTION.** Winning dealership will be determined by a random drawing, under the supervision of a panel of judges from Sponsor whose decisions are final and binding, following the close of the Entry Period from among all eligible entries received, which dealerships have been determined to have been “successfully activated” (defined above) by **January 16, 2015.**

**ODDS.** Odds of winning depend upon the number of eligible Entries received during the Entry Period. This promotion is being advertised to a maximum of 6,000 dealers not yet enrolled in either of the Pre-Owned & Service Lane Programs. and a maximum 8,000 dealers already enrolled in the Pre-Owned Program but not yet enrolled in the Service Lane program (the **New Dealer Enrollment Entry Pool**), as well as 12,000 dealers already active in both the Pre-Owned and Service Lane Programs (the **Participating Dealer Entry Pool**). Odds of winning approximately 1:26,000. This promotion is being advertised: (1) on the Internet at [www.siriusxmdealerprograms.com/superbowl](http://www.siriusxmdealerprograms.com/superbowl), (2) via SiriusXM Direct Mail piece delivered to a maximum of approximately six (6) thousand business establishment email addresses, (3) through Dealer Bulletins sent from participating OEM Corporate Headquarters to all their automotive business establishments nationwide, and (4) trade print and digital advertisements in Automotive News and Automotive Remarketing during the months of November and December.

**WINNER AGREEMENTS.** Winners will be notified by telephone and must then give a valid email address where notification of potential winner status and required documents can be sent. Except where prohibited, acceptance of Grand Prize constitutes winner’s consent, and winner and its guest will be required to sign a release, to allow Sponsor and its promotional agents to use winner’s and winner’s guest’s name, likeness, photo, video footage, and/or biographical data for advertising and promotional purposes, without additional compensation, in perpetuity, in all media, now known or hereafter developed, in connection with Sponsor, this sweepstakes, the Sponsor’s web sites, and the Events. Winner and winner’s guest(s) will be required to sign and return to Sponsor an Affidavit of Eligibility, Publicity & Liability Release (“**Affidavit**”) (where permitted by law), and/or IRS Form W-9 (if required by IRS regulations), prior to and as a condition of acceptance of prize, within 5 days of the date of notification or prize will be forfeited and an alternate winner selected. Trip winner’s guest must also sign and return a liability and publicity release (where permitted by law) prior to travel. Grand Prizes will be awarded within 30 days after receipt and verification of completed prize notification. If prize notification is undeliverable, or if a potential winner does not respond to the prize notification telephone call within the time specified or if the potential winner cannot be contacted for any reason, including an invalid telephone number, if the Affidavit is not complete and received by Sponsor within the time required, or in the event of non-compliance with these Official Rules, the prize will be forfeited, and an alternate winner will be selected at random from the remaining eligible entries. All guests must be at least 18 years old at time of travel. In the event winner or guest is under the age of majority (a “Minor”) as determined by the laws of the state in

which s/he resides, the Affidavit must be signed by a parent or legal guardian on the Minor's behalf

**PRIVACY NOTICE / MARKETING.** By entering this sweepstakes, any personal information you submit will be disclosed to the Sponsor will be used only by us consistent with our privacy policy. Sponsor may use your personal information, including postal and e-mail addresses, to contact you regarding our goods and services and any other offers and/or promotions that we believe might be of interest to you. **Special Note:** We will make no use of your telephone number or date of birth as a result of your Entry except to contact potential winners and to verify your eligibility to enter. Be sure to read the SiriusXM Privacy Policy at [www.siriusxm.com](http://www.siriusxm.com).

**GENERAL CAUTION / RELEASE.** Sponsor reserves the right to permanently disqualify any person it believes has intentionally violated these Official Rules. If, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the "speed of response" determination of winners or the prize drawings, or if technical difficulties or technical corruption (including a computer virus or system malfunction) compromise the integrity of the drawing, Sponsor reserves the right to terminate the sweepstakes and select winners from among all eligible entries received prior to termination. Should the sweepstakes be terminated prior to the stated expiration date, notice will be posted at [www.siriusxm.com](http://www.siriusxm.com). Any attempt to deliberately damage the content or operation of this drawing is unlawful and subject to legal action by the Sponsor and its agents. You agree, on your own behalf, and on behalf of your heirs, executors, administrators, legal representatives, successors and assigns ("**Releasing Parties**"), to hereby release, and agree to defend, indemnify, and hold harmless the Sponsor, NFL Entities, those working on their respective behalfs, Facebook, and all other businesses involved in this sweepstakes (including prize vendor/provider), as well as each of their respective employees, officers, directors, agents and representatives, successors and assigns ("**Released Parties**"), from any and all actions, causes of action, suits, debts, dues, sums of money, accounts, reckonings, covenants, contracts, controversies, agreements, promises, trespasses, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, including for injury and death, judgments, extent, executions, claims and demands whatsoever, in law, admiralty or equity, whether known or unknown, foreseen or unforeseen, against Released Parties which any one or more of the Releasing Parties ever had, now have or hereafter can, shall or may have, whether known or unknown, asserted or 4 of 4 non-asserted, which may in any way arise out of or relate to your participation in this sweepstakes or the awarding, acceptance and use or misuse of a prize.

**DISCLAIMER OF LIABILITY.** Sponsor shall not be responsible for (i) any typographical or other error in the publishing or printing of the offer, administration of the sweepstakes or in the announcement of any prize; (ii) lost, late, misdirected, damaged, illegible or incomplete entries, or postage due mail; (iii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; (iv) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the sweepstakes; or (v) the failure of any third party to comply with the instructions and proper administration of this sweepstakes. You agree that the Released Parties (defined above) shall not be liable for any injury, including death, loss or damage of any kind caused or claimed to be caused, by participation in this sweepstakes, or from the acceptance or use or

redemption of any prize, including travel and accommodations provided by independent suppliers.

**FORCE MAJEURE.** In the event Sponsor and its agents are prevented from continuing with the sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state, or local government law, order, or regulation, or order of any court or other cause not within their control, Sponsor and its agents shall have the right to modify, suspend, extend or terminate the sweepstakes.

**LAW / DISPUTE RESOLUTION.** This sweepstakes shall be governed by and interpreted under the laws of the State of New York, U.S.A., without regard to its conflicts of laws provisions that may require the application of the laws of another jurisdiction. Any and all disputes, claims, and causes of action arising out of or in connection with this sweepstakes shall be resolved individually, without resort to any form of class action. Any action or litigation concerning this sweepstakes shall take place exclusively in the federal or state courts sitting in New York, New York, and you expressly consent to the jurisdiction of and venue in such courts and you waive all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. You agree to service of process by mail or other method acceptable under the laws of the State of New York. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES. YOU HEREBY WAIVE ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

**WINNERS LIST.** For the name of the winning dealership, available after October 22, 2014 ("**Winners List Date**"), send a stamped, self-addressed envelope (except where prohibited) and a note identifying the name of this giveaway, but within 45 days after the Winners List Date to the Sponsor at the address set forth below, Attention: Remarketing Department/SiriusXM Super Bowl Giveaway Dealer Sweepstakes

**SPONSOR.** The Sponsor of this promotion is Sirius XM Radio Inc., 1290 Avenue of the Americas, 11th Floor, New York, New York 10019. This promotion may be advertised on Facebook but this promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

*The NFL Entities will have no liability or responsibility for any claims arising in connection with participation in this Promotion or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.*

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