

OFFICIAL RULES

CHAMPAIGN CHEVY EQUINOX OPEN HOUSE SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. CHAMPAIGN CHEVY EQUINOX OPEN HOUSE SWEEPSTAKES (THE "SWEEPSTAKES") BEGINS AT 9:00 A.M. CENTRAL TIME ("CST") ON APRIL 15, 2017, AND ENDS ON APRIL 15, 2017 AT 2:45 P.M., CST (THE "PROMOTIONAL PERIOD"). ADMINISTRATOR'S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE SWEEPSTAKES.

ELIGIBILITY: THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE STATE ILLINOIS AND INDIANA WHO RESIDE IN ONE OF THE COUNTIES LISTED BELOW* WHO ARE 18 YEARS OF AGE OR OLDER, WITH A VALID DRIVER'S LICENSE AT TIME OF ENTRY ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Chevrolet Motor Division, General Motors LLC, Champaign Chevy Dealer Association ("Sponsor"), Synergy Marketing Partners ("Administrator"), Jack Morton Worldwide, Agency 720, and their respective parents, affiliates, subsidiaries, dealerships, distributors, and their advertising and promotion agencies (collectively the "Released Parties") 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.

ILLINOIS: Cass, IL ~ Champaign, IL ~ Christian, IL ~ Coles, IL ~ Cumberland, IL ~ De Witt, IL ~ Douglas, IL ~ Edgar, IL ~ Effingham, IL ~ Ford, IL ~ Iroquois, IL ~ Logan, IL ~ Macon, IL ~ Menard, IL ~ Morgan, IL ~ Moultrie, IL ~ Piatt, IL ~ Sangamon, IL ~ Shelby, IL ~ Vermilion, IL ~ **INDIANA:** Benton, IN

AGREEMENT TO THE OFFICIAL RULES: By participating, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor and/or Administrator, which are binding and final on all 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.

TO ENTER: There is one (1) way to enter the Sweepstakes:

There will be one (1) Grand Prize Sweepstakes Winner to be determined by random drawing from all eligible Entries received during the Promotional Period.

TO ENTER: Visit one of the participating Chevrolet Dealerships (listed in the chart below) during the Promotional Period to complete an Official Entry Form by visiting the designated Chevrolet Dealership website (listed below) and providing the requested information ("Entry") and submit as directed. ENTRIES MUST BE RECEIVED BY APRIL 15, 2017, BY 2:45 P.M. CST. There is no purchase or fee required to enter. There will be one (1) Sweepstakes Grand Prize Winner to be determined by random drawing from all eligible Entries received during the Promotional Period.

PARTICIPATING DEALERSHIP

Dealership	Address	City
Anthem Chevrolet	424 North Dixie Highway	Hoopston, IL
Baum Chevrolet	810 W. Van Buren Street	Clinton, IL
Bill Abbott Chevrolet	500 W. Center Street	Monticello, IL
Diepholz Chevrolet	631 W. Lincoln Avenue	Charleston, IL
Friendly Chevrolet	2540 Prairie Crossing Drive	Springfield, IL
Graue Chevrolet	1905 North Kickapoo Street	Lincoln, IL
Green Chevrolet	1700 W. Morton Road	Jacksonville, IL
Jackson Chevrolet	1320 W. Jackson Street	Sullivan, IL
Landmark Chevrolet	1531 West Springfield Road	Taylorville, IL
Leach-Wilson Chevrolet	145 W. Main Street	Shelbyville, IL
Miles Chevrolet	150 W. Pershing Road	Decatur, IL
Shields Automart	580 John Street	Paxton, IL
Sullivan-Parkhill Chevrolet	440 W. Anthony Drive	Champaign, IL

PARTICIPATING DEALERSHIP WEBSITE

Dealership	Website
Anthem Chevrolet	http://syms.co/s/champaign_eq/anthem_chevrolet
Baum Chevrolet	http://syms.co/s/champaign_eq/baum_chevrolet
Bill Abbott Chevrolet	http://syms.co/s/champaign_eq/bill_abbott_chevrolet
Diepholz Chevrolet	http://syms.co/s/champaign_eq/diepholz_chevrolet
Friendly Chevrolet	http://syms.co/s/champaign_eq/friendly_chevrolet
Graue Chevrolet	http://syms.co/s/champaign_eq/grau_e_chevrolet
Green Chevrolet	http://syms.co/s/champaign_eq/green_chevrolet

Jackson Chevrolet	http://syms.co/s/champaign_eq/jackson_chevrolet
Landmark Chevrolet	http://syms.co/s/champaign_eq/landmark_chevrolet
Leach-Wilson Chevrolet	http://syms.co/s/champaign_eq/leach_wilson_chevrolet
Miles Chevrolet	http://syms.co/s/champaign_eq/miles_chevrolet
Shields Automart	http://syms.co/s/champaign_eq/shields_automart
Sullivan-Parkhill Chevrolet	http://syms.co/s/champaign_eq/sullivan_parkhill_chevrolet

On-site/On-line entries are hereinafter referred to as “Entry” or “Entries.”

LIMIT: There is a limit of ONE (1) entry per person for entire Sweepstakes. Administrator will not accept submissions from wireless domains, blacklist domains, or any email address Administrator deems to be potentially harmful. Use of any automated system to participate is prohibited and will result in disqualification. Proof of mailing is not proof of delivery. 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.

WINNER SELECTION: GRAND PRIZE: The potential Grand Prize Sweepstake Winner will be selected in a Grand Prize Drawing event conducted on APRIL 15, 2017, at 3:00 P.M. from among all eligible entries received during the Promotional Period.

GRAND PRIZE DRAWING EVENT: All Entrants must be present at one of the participating dealerships to be eligible to win. Each finalist must personally appear at the Event to be eligible for Event registration by the time period specified may be disqualified and not replaced at the sole discretion of Sponsors.

All eligible Entrants will participate in a random drawing event that will require no physical activity or no element of skill. Potential Grand Prize Winner will be announced during a live video stream throughout all thirteen (13) dealerships at 3:00 P.M. (subject to verification and compliance with these Official Rules).

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: A 24-month, 20,000-mile lease (10,000 miles per year) on a new 2018 Chevrolet Equinox. The leasing dealer will determine the actual lease value. The Grand Prize Winner is entitled to all privileges and advantages under the chosen lease plan, upon signing the lease agreement. The award is contingent upon the winner meeting Chevrolet's and applicable leasing company's driving and credit underwriting guidelines and subject to the restrictions and conditions detailed below.

The Approximate Retail Value of Grand Prize: \$12,000.00.

ODDS OF WINNING A PRIZE DEPENDS ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

GRAND PRIZE RESTRICTIONS: The Winner will be required to sign a vehicle lease through Sponsor's or dealer's approved leasing company of choice, which may have additional terms and conditions. The Lease Agreement may include a credit check. The Winner will incur certain costs in receiving the 24-month lease of the Vehicle. These costs may include, but are not limited to, federal and state income taxes, ad valorem and sales tax liability, registration costs and insurance costs. The Winner will be responsible for payment of all costs that are not covered under the individual dealer lease agreement and any other expenses, associated with the ownership and use of the Vehicle for the duration of the lease. The Winner will be solely responsible for all income taxes, liability and collision insurance premiums, scheduled routine maintenance charges, excess wear and use charges, damage to the vehicle charges, early termination fees, excess mileage charges, gasoline, use taxes, license, other operating expenses, and other government fees and expenses incurred as a result of receiving and/or using the Vehicle.

Grand Prize Winner is solely responsible for any expenses in connection with acceptance and use of the Vehicle not expressly described herein as being awarded, including, without limitation, the following: (i) income, federal, state or local taxes; (ii) insurance, registration fees, dealer preparation fees and/or additional options, additions or equipment; and (iii) any additional expenses not described herein as being awarded, including, without limitation, any travel or transportation costs, associated with winning and subsequent use of Vehicle. All options and upgrades on Vehicle that increase the MSRP over \$12,000 are the sole responsibility of Grand Prize Winner. Model, color, package, factory options, and other Grand Prize specifics are subject to availability. Other than the manufacturer's limited warranty, Sponsors do not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Grand Prize Winner must take delivery of Vehicle within 30 days of notice of availability from winner-selected Chevrolet dealer near Grand Prize Winner's residence, subject to Sponsor's approval. Sponsors and Administrator shall not be responsible for delays in delivery of Vehicle; delivery is subject to availability. Grand Prize Winner must personally retrieve Vehicle within (30) days of written notification of delivery and must present a valid U.S. driver's license issued in his/her state of residence and proof of insurance to take delivery. In the event that the potential winner is disqualified for any reason, the prize may not be awarded.

No cash or Vehicle substitutes and no cash rebates. Vehicle cannot be assigned or transferred to a third party. Vehicle delivery is through an authorized Chevrolet dealer and conditional upon Grand Prize Winner's execution and return of any and all required paperwork. Depiction of Vehicle in any advertising or promotional materials may not reflect the actual Vehicle delivered. Sponsor and Administrator shall have no liability in conjunction with such differences between depicted Vehicle and actual Vehicle.

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 Entrants 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 Sponsors, cannot be challenged or appealed.

Winner is fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes). All costs and expenses related to prize acceptance and use not specified herein as being awarded, including, but not limited to, title, insurance, license and registration fees, and/or additional options, additions or equipment, are the sole responsibility of the Winner. Grand Prize must be arranged through one of the participating dealers identified in the "To Enter" Section above.

Grand Prize Winner will be issued an IRS Form 1099 reflecting the actual retail value of the prize. Grand Prize is non-transferable and no cash redemption or prize substitution allowed. Prizes (and their individual components) may not be transferred or assigned. No cash or other substitution shall be made except by Administrator, who reserves the right to substitute a prize in whole or in part with one of comparable or greater value if the intended prize (or any portion thereof) is not available for any reason as determined by Administrator in its sole discretion. All Grand Prize details are at Sponsor's and Administrator's discretion. Depiction of vehicle in any advertising or promotional materials may not reflect the actual vehicle delivered. Sponsor and Administrator shall have no liability in conjunction with such differences between depicted vehicle and actual vehicle. Model, color, package, factory options, and other prize specifics are subject to availability. Other than the manufacturer's limited warranty, Sponsor does not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle, including but not limited to its quality, fitness for purpose or mechanical condition.

In the Sponsor's sole discretion, a selected winner may be required to forfeit the prize and an alternate winner may be selected in accordance with these Official Rules from the remaining eligible entries if selected winner (i); declines or cannot accept, receive or use the prize for any reason (including disqualification by dealer, leasing company, finance company, or Sponsor for a lease); 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.

PUBLICITY: Except where prohibited by law, the acceptance of the Grand Prize constitutes permission for Sponsor and/or 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 Grand Prize Winner must provide written consent to such use.

RELEASE: By participating (a) Entrants release Sponsor, Administrator, Chevrolet Motor Division, General Motors LLC, Jack Morton Worldwide, Agency 720, 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, 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.

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, 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.

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 reserves the right, at its 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>. 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 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 Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Illinois.

FACEBOOK: This contest is not sponsored, endorsed, administered by, or otherwise associated with Facebook in any way, shape or form. All information provided by Entrant in connection with this contest is being provided solely to the Sponsor and not to Facebook. By entering this Sweepstakes, Entrant forever releases and discharges, and agrees to hold harmless, Facebook together with its subsidiaries and affiliates for any and all claims, causes of action, liabilities and damages whatsoever, without limitation. This Sweepstake's involvement of Facebook is being conducted in accordance with Facebook's rules and regulations (https://www.facebook.com/promotions_guidelines.php).

WINNER'S NAME: The name of the Grand Prize vehicle winner is available after MAY 8, 2017 and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, CHEVY EQUINOX OPEN HOUSE SWEEPSTAKES c/o Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148, for receipt no later than June 30, 2017.

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>, and Administrator's Privacy Policy, located at <http://www.SYNMP.com/privacy>.

SPONSOR: Super Chevy Stores Dealers Advertising Association, 1025 W. Everett Road, Lake Forest, IL 60045.

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