

GOODYEAR'S® COTTON BOWLCLASSIC® SWEEPSTAKES
Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE 50 UNITED STATES AND WASHINGTON, D.C.("D.C.") ONLY AND WILL BE GOVERNED BY APPLICABLE STATE AND FEDERAL LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE (SEE ELIGIBILITY REQUIREMENTS BELOW) AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.

DATES OF SWEEPSTAKES: The Goodyear's Cotton Bowl FANCAM Sweepstakes (the "Sweepstakes") begins at 7:00:00 p.m. Eastern Standard Time ("EST") on January 1, 2016, and ends at 11:59:59 p.m. EST on January 21, 2016 (the "Sweepstakes Period"). Void outside the 50 United States/D.C. and where prohibited.

ELIGIBILITY: The Sweepstakes is open only to legal residents of the 50 United States and D.C. who are 18 years of age or older at the time of entry (19 years of age or older if a resident of AL or NE). Employees, officers and directors of The Goodyear Tire & Rubber Company ("Sponsor"), Wunderman, LLC, an independent judging agency (the "Judges"), and each of their respective subsidiaries, affiliates, parent companies, advertising, promotion or any other agencies or entities involved with this Sweepstakes and members of the immediate families (including spouse, biological, adoptive or step-parents, grandparents, children, grandchildren, siblings, or spouse of any of the foregoing, regardless of where they reside, and in-laws), or households (whether related or not) of any of the above are NOT eligible to participate.

HOW TO ENTER: During the Sweepstakes Period, participants may enter by visiting www.goodyear.fancam.com (the "Website") and locating any one of the four (4) hidden tires in the photo of the attendees in the stands taken at the Cotton Bowl Game on December 31, 2015. **All four tires do not need to be located in order to enter the Sweepstakes.** After locating at least one (1) tire and clicking on it, participants will be prompted to complete the entry form with their first and last name, phone number, email address and date of birth, and any other information that may be required (the "Entry Form"). Once the Entry Form is complete, click the "Submit" button to receive one (1) entry into the Sweepstakes. All email addresses and birth dates are subject to verification as a condition of being allocated an entry. **Limit one (1) entry per person/email address/household for the entire Sweepstakes Period.** Entries must be received by 11:59:59 p.m. EST on January 21, 2016. If there is a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the person in whose name the email account (provided via the Entry Form) is registered (the "Authorized Account Holder"). 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 (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Sponsor reserves the right to void all entries made through any robotic, automatic, mechanical, programmed or similar entry duplication

method or through a third-party entry service, and to disqualify any individual using such a method. Sponsor is not responsible for: (i) electronic or digital transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures (including but not limited to failures or malfunctions of platforms, applications or other communications systems); (iii) destruction of or unauthorized access to, or alteration of, entries; (iv) failed or unavailable hardware, software or mobile device transmissions (if applicable); (v) causes beyond Sponsor's reasonable control that jeopardize or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (vi) any entry made in a manner that is not expressly allowed under these Official Rules (all such entries will be disqualified); (vii) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (viii) any typographical or other error in any printing or advertising related to this Sweepstakes, in the administration or execution of the Sweepstakes, or in the announcement of the prize winners; or (ix) violation of these Official Rules, cheating or fraud by any participant. All incomplete or otherwise ineligible entries will be disqualified. Any attempt by an entrant to obtain entries in excess of the limitation stated above through any means will void all entries made by that entrant, and that entrant will be disqualified.

All entry information becomes the sole property of the Sponsor and will not be acknowledged or returned, except as provided herein. Please see the Privacy Policy located at http://www.goodyear.com/legal/online_privacy.html for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. If you are selected as a winner, your information may also be included in a publicly-available winner list.

RANDOM DRAWING: A random drawing will be conducted on or about January 22, 2016 to select the winners from among all eligible entries received during the Sweepstakes Period. The drawing will be conducted by the Judges, whose decisions will be final and binding in all respects. Odds of winning a prize will depend upon the total number of eligible entries received.

PRIZES: Two (2) GRAND PRIZES will be awarded: Each Grand Prize consists of one (1) Tire Certificate that is good for one (1) set of four (4) Goodyear Consumer tires, with a value of up to \$1,800 and is subject to all terms and conditions listed thereon. Costs in excess of \$1,800 and related expenses, including but not limited to mounting, balancing, valve stems and incidental shop and disposal charges (where applicable) are not included and are the sole responsibility of winner. The approximate retail value ("ARV") of each Grand Prize is: \$1,800.

One (1) FIRST PRIZE will be awarded: First Prize consists of One (1) Certificate for one (1) Ride in the Goodyear Blimp. Certificate will be for the winner and one (1) Guest. Certificate will be redeemed at the Pompano Beach, Florida, or the Carson, California bases only; travel and any other expenses associated with the redemption of the First Prize will be the sole responsibility of the winner. ARV: \$500. If winner is unable to accept the First Prize with the terms stated above, winner may choose a cash alternative of \$500, which will awarded in the form of a check.

Two (2) SECOND PRIZES will be awarded: Each Second Prize consists of: Two (2) Cotton Bowl Classic tickets (for each winner and one (1) guest each) to the 2016/2017 Goodyear Cotton Bowl on January 2, 2017. ARV: \$100 each prize. Travel and any other expenses associated with the redemption of the Second Prize will be the sole responsibility of the winner. If winner is unable to accept the Second Prize with the terms stated above, winner may choose a cash alternative of \$100, which will awarded in the form of a check.

Fifteen (15) THIRD PRIZES will be awarded: Goodyear Cotton Bowl Prize Pack. Each Prize Pack consists of: Clear totes, koozie, foam football, picture frame, ¼ zip up jacket, blanket, and tumbler. ARV: \$45 each.

Each potential Grand Prize, First Prize and Second Prize winner will be notified via phone or overnight mail and will be required to sign, execute and return an Affidavit of Eligibility and Liability/Publicity Release (where permitted) (collectively, the "Affidavit") within seven (7) days of date printed on prize notification or prize may be forfeited. Failure to provide all required information and signature on the Affidavit, or return of prize notification as undeliverable, or the determination that a potential winner is ineligible to receive his/her prize, will result in forfeiture of rights to be declared the prize winner and/or to receive the prize. If a prize is forfeited for any reason, it will be awarded to an alternate winner in a random drawing from all remaining eligible entries (time permitting with regard to the Second Prize). Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants. Upon receipt and verification of Grand Prize, First Prize and Second Prize winner Affidavits, the winners will be notified via phone regarding the specific delivery details of their prizes. For First and Second Prizes: Sponsor is not responsible if any scheduled event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Tickets may be subject to issuer's standard rain-check policies and procedures. Guest of each winner must be 18 years of age or older (19 or older if a resident of AI or NE) subject to the following exception: a guest may be a minor if s/he is the child or legal ward of the winner. If applicable, minor must be accompanied at all times by the winner. As a condition of accompanying the prize winner, each guest must sign a Liability Release and a Publicity Release prior to ticketing of travel. If a guest is a permissible minor in accordance with these Official Rules, the documents must be signed by the winner. Winner and guest must have all necessary identification and/or travel documents required for travel. **All federal, state, and local income taxes on all prizes are the responsibility solely of the prize winner. The prizes consist only of the items described above. All other expenses not specified herein as being included with a prize are the responsibility solely of each winner.** Each Grand Prize winner will be issued an IRS Form 1099 for the value of the prize. Grand Prize winner is advised to seek independent counsel regarding the tax implications of accepting the prize. Prizes cannot be transferred, assigned, sold, traded, redeemed for cash or substituted, except at Sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes or is unavailable for any reason. Lost, mutilated or stolen tickets, vouchers or certificates will not be replaced. By accepting a ticket prize, each winner agrees to abide by any terms, conditions and restrictions provided on the ticket and/or by the ticket issuer. Sponsor is not responsible if a winner does not use his/her tickets on day of event.

BY ACCEPTING A FIRST OR SECOND PRIZE, EACH PRIZE WINNER ACKNOWLEDGES AND ACCEPTS THE INHERENTLY DANGEROUS NATURE AND RISK IN ATTENDING SPORTING EVENTS OR RIDING IN THE GOODYEAR BLIMP (AS

APPLICABLE) , INCLUDING PERSONAL INJURY AND/OR DEATH, AND FURTHER ACKNOWLEDGES THAT THERE ARE NATURAL FACTORS AND OCCURENCES, AND THIRD-PARTY ACTIONS, WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES HE/SHE IS PARTICIPATING IN AND HE/SHE ASSUMES THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREES THAT RELEASED PARTIES (DEFINED BELOW) SHALL NOT BE IN ANY WAY RESPONSIBLE FOR RESULTING INJURY AND/OR DEATH.

Total ARV of all prizes is \$4,975. **Limit one (1) prize per person/household.** All prizes will be awarded provided they are claimed properly in accordance with these Official Rules.

TERMS AND CONDITIONS: By participating in the Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Judges. By accepting a prize, each winner agrees to release, discharge, and hold harmless Sponsor, Wunderman, LLC and each of their respective parent companies, subsidiaries, affiliates, advertising/promotion agencies and the directors, officers, employees and agents of each of the foregoing (collectively the “Released Parties”) from and against any and all claims and liability for any injuries, including but not limited to personal injury, death, loss or damage of any kind arising from or in connection with participation in the Sweepstakes or the acceptance, possession, use and or misuse of a prize or participation in prize-related activities, if applicable, (including any travel related thereto) or claims based on right of publicity/right of privacy or defamation. By accepting a prize, each winner grants the Released Parties the right to use and publish his/her name, likeness (photograph and/or videotaped/filmed image), biographical information, and voices in commerce and in all media worldwide, including but not limited to the Internet, for advertising/publicity/trade purposes without additional compensation, notice or approval; and, winner disclaims any ownership rights of such advertising/publicity/trade material, except where prohibited by law.

DISPUTES: Except where prohibited, by participating in this Sweepstakes, each entrant agrees that any controversy or claim arising out of or relating to this Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS (“JAMS Rules and Procedures”) then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Ohio law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in

effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

BY PARTICIPATING IN THIS SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE APPLICABLE PORTIONS OF THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

GOVERNING LAW & JURISDICTION: All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules, or the rights and obligations of participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Ohio without giving effect to any choice of law or conflict of law rules (whether of Ohio or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Ohio, and any matters or proceedings which are not subject to arbitration as set forth above and/or are for entering any judgment on an arbitration award, shall take place in the State of Ohio, in the City of Akron.

OTHER CONDITIONS: In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials or made by any employee of Sponsor or the Judges, and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Should any portion of the Sweepstakes be, in Sponsor's sole discretion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole discretion of the Sponsor, corrupt or impair the administration, security, fairness or submission of entries, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes. If the Sweepstakes is terminated prior to the stated end date, Sponsor reserves the right to award the prizes via a random drawing from among all eligible, non-suspect entries received up to the time/date of termination. Notice of such action by Sponsor will be posted on the Website. Sponsor 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 these Official Rules or in an unsportsmanlike or disruptive manner

ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR 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 DISQUALIFY AND SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.

WINNERS LIST: For the names of the winner, send a self-addressed stamped, #10 envelope to: Goodyear's Cotton Bowl Fancam Sweepstakes Winner List Request, P.O. Box 834, Lombard, IL 60148-0834. Winners List will be sent when the Sweepstakes is over and the prizes are awarded. Requests for Winner List must be received by February 29, 2016.

SPONSOR: The Goodyear Tire & Rubber Company, 200 Innovation Way, Akron, OH 44316.

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