

UNIROYAL® Tire 2010 “Soccer Ball Design Challenge” Contest

OFFICIAL RULES

1. SPONSOR/ Michelin North America, Inc., One Parkway South, Greenville, SC 29615 (“MNA” or “Sponsor”).
2. ELIGIBILITY: Open to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older at time of entry or who is a parent/legal guardian of a child/ward 3 – 17 years of age as of 7/1/10. All entrants will be required to provide their date of birth. Employees of MNA, the associated tire dealer(s), their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers and their immediate family members and/or those living in the same household of each are not eligible.
3. HERE’S HOW TO ENTER: Completed entries will be accepted by internet or mail. The contest will begin at 12:00am Pacific Time (PT) on 7/1/10 and ends at 11:59pm PT on 10/15/10 (“Contest Period”). Internet entries must be received by 11:59pm PT on 10/15/10. Mail-in entries must be postmarked by 10/15/10 and received by 10/31/10.
 - For internet entries, log on to www.uniroyaltires.com/soccerballdesignchallenge. Download and complete the JPG version of the “Uniroyal Tire Soccer Ball Design Challenge” template and entry form. To submit your design, click on the “Upload My Design” button. Design must be a minimum size of 136 KB (kilobytes) and a maximum size of 5 MB (megabytes). It is recommended that the JPG version be used for electronic submissions, but both the JPG and PDF formats will be accepted.
 - For mail entries, visit www.uniroyaltires.com/soccerballdesignchallenge. Print and complete the PDF version of the “Uniroyal Tire Soccer Ball Design Challenge” template and entry form. To submit your design, mail the completed entry form and design template to: Trone, C/O Uniroyal Soccer Program, P.O. Box 35565, Greensboro, NC 27425-5565. It is recommended that the PDF version be used for mail-in submissions, but both the JPG and PDF formats will be accepted.
 - Entrant must complete all requested information to be eligible. Incomplete entry forms are subject to disqualification. Limit (3) three entries per household (email address) throughout the Contest Period. If more than (3) three entries are received per household, only the first three received will be eligible.

4. **SUBMISSION TERMS:** By entering your submission (“Design”) into the Contest you hereby agree to allow Sponsor to use, but not be required to use, the Design on soccer balls and other materials at Sponsor’s sole discretion (the “Items”). Further, by entering the Contest, you hereby agree to these Official Rules. By submitting your Design, you may not reproduce, sell, or submit the Design to any third party, including any other contest, for any purpose whatsoever, for (200) two hundred days following the end of the Contest. Thereafter, if your Design is not chosen as the Grand Prize winner, you are free to use the Design for any commercial or non-commercial purpose. However, if your Design is used elsewhere, you must notify Sponsor by email at soccer@trone.com (<mailto:soccer@trone.com>).

If your Design is selected as a winner, you acknowledge that upon winner selection, you will automatically assign to Sponsor and its subsidiaries and affiliates the entire right, title and interest in and to the copyright in your Design and the right to further sublicense the Design, for its sole exclusive use on and in connection with the Items worldwide in perpetuity without further compensation or approval rights by you. You also acknowledge that you waive all “moral” rights that you may have in and to your Design. If your Design is selected, Sponsor shall have the right, but not the obligation, to use your Design on the Items and in any other manner as Sponsor sees fit, at Sponsor’s sole discretion. Such use includes but is not limited to: reproducing the Design on the Items and selling such Items, making derivative works of the Design, using the Design on the UniroyalTires.com website and on promotional material for Uniroyal. You agree to provide Sponsor with minimal information as may be required in order to register the copyright in the Design if Sponsor so requests, at no cost to Sponsor.

You may not use or continue to use the Design in any manner that is inconsistent with these Official Rules.

By submitting a Design, you hereby agree Sponsor has the right to edit, modify, and add to your Design to conform artwork to manufacturing needs. Sponsor also reserves the right to make any other changes it deems reasonable at its sole discretion.

By submitting your Design you warrant and represent to Sponsor that your Design is original artwork, which has not been previously published or entered into any other contest and that you have the right and authority to convey the rights granted hereunder free and clear of any encumbrances or liens and is not subject to any third-party agreements or arrangements. Sponsor reserves the right to reject or remove any submission for any reason, or no reason.

You agree to hold Sponsor harmless and indemnify Sponsor for all costs and expenses (including reasonable attorney fees and court costs) relating to or arising from any claim that your Design violates the rights of any Third Party.

5. JUDGING: (1) One Grand Prize winner will be selected from among all eligible entries received during the Contest Period (7/1/10-10/15/10). The entries will be evaluated and a winner picked between 11/1/10-11/15/10. The Uniroyal Soccer Ball Design Challenge Committee will be evaluating entries based on the following judging criteria: (a) concept originality (25%) (b) design value and quality (25%) (c) design displayability (25%) and (d) design creativity (25%). The submission with the highest score from among all eligible submissions will be deemed the Grand Prize winner. In the event of a tie, the submission with the highest score in the concept originality criteria shall be deemed the grand prize winner from among all tying submissions. The winner will be notified by mail or email. The Uniroyal Soccer Ball Design judging is conducted by Trone, Inc., an independent full-service marketing and communications firm whose decisions are final and binding on all matters relating to this contest.
6. PRIZE & VALUE: (1) One Grand Prize consisting of: (1) one \$1,000 check to the winner (or parent/legal guardian if winner is a minor in his/her state of residence), (1) one \$500 gift certificate to purchase a set of Uniroyal tires at a Uniroyal dealer near winner's home, (1) one \$500 gift certificate for car service at a Sponsor-determined Uniroyal dealer near winner's home, (50) fifty soccer balls with the winner's Design, (1) one Official FIFA World-Cup Soccer team jersey of winner's choice valued at up to \$100, (1) one Apple® iPad™ valued at up to \$1000, (1) one \$1000 Sponsor-specified gift card to be used toward local attractions near winner's home and (1) one \$100 Sponsor-specified gift card to a local sporting goods store near winner's home. Gift certificates/cards are subject to retailer's terms and conditions as printed on the certificate/card. Prize consists of only those items specifically listed as part of the prize. Total ARV: \$5,000. All federal, state, local taxes on price value, if applicable, are the sole responsibility of the winner. No substitution, cash redemption or transfer of right to receive prize permitted, except in the discretion of Sponsor, which reserves the right to substitute a prize of equal or greater value. All expenses or costs associated with the acceptance or use of a prize, including taxes, that are not expressly specified in these Official Rules as being part of the prize are the responsibility of the winner.
7. GENERAL RULES: Void where prohibited by law. No substitution or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner who should consult their tax advisor about

tax concerns. Sponsor will provide appropriate tax documentation to winner. All federal, state and local laws and regulations apply. All materials submitted become the property of the sponsor and will not be returned. Notwithstanding the foregoing, all non-winning Designs shall revert back to the entrant two hundred days after the end of the Contest Period per Official Rule #4. Grand Prize winner will be notified within 2 weeks from the date of winner selection. Potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) must sign and return an Affidavit of Eligibility/Release of Liability/Prize Acceptance/Photo Consent Form and, where lawful, Publicity Release within ten days of notification. Noncompliance within this time period may result in disqualification and an alternate may be selected at Sponsor's sole discretion. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate may be selected. Sponsor reserves the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsor and its agencies to use winner's name and photo and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner (or parent/legal guardian if winner is a minor) agrees to hold Sponsor, its respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Winner (or parent/legal guardian if winner is a minor) assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this Contest, entrants (or entrant's parent/legal guardian if entrant is deemed a minor in the state of his/her residence) agree to be bound by the Official Rules and the decisions of the judges. ***Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the account holder fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.*** INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor is not responsible for late, lost, damaged, incomplete, illegible, postage due, misdirected mail, or for faulty, incorrect or mis-transcribed phone/e-mail transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the promotion, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in the Contest. Sponsor assumes no responsibility for undeliverable e-mails resulting from

any form of active or passive e-mail filtering by a user's Internet service provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mail. Sponsor reserves the right to cancel or modify the Contest if fraud, misconduct or technical failures destroy the integrity of the Contest; or if a computer virus, bug or other technical problem corrupts the administration, security, or proper administration of the program as determined by Sponsor/judging agency/administrator, in their sole discretion. In the event of termination, a notice will be posted online and the judging will be conducted from among all eligible entries received up to the time of termination; the Grand Prize winner will be selected from among all eligible entries received up to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry made by Internet will be declared made by the "authorized e-mail account holder" and any damage made to the website will also be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. "Authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Sponsor with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. **Proof of sending will not be deemed to be proof of receipt by Sponsor.** Any use of robotic, automatic, programmed or the like methods of participation will void all such submissions by such methods. Sponsor is not responsible for any typographical or other errors in the printing, the offering or the announcement of any prize or in the administration of the promotion. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

8. For the name of winner, log on to www.uniroyaltires.com/soccerballdesignchallenge. The name of the Grand Prize winner will be posted on/about 11/15/10 through 11/30/10.