

<b>University of Oklahoma Return for Riches Promotion- Central Oklahoma Buick-GMC Dealer Association Official Rules</b>
---

**NO PURCHASE, TEST DRIVE OR SUBMISSION TO SALES PRESENTATION NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE CHANCES OF WINNING. VOID OUTSIDE TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS, MISSOURI, AND KANSAS AND WHERE PROHIBITED BY LAW.**

**1. AGREEMENT TO THE OFFICIAL RULES:** By participating in the Promotion, all entrants fully and unconditionally agree to and accept these Official Rules and the Sponsor's and Administrator's decisions which are final and binding in all matters related to the Promotion. Winning a prize (described below) is contingent upon fulfilling all requirements set forth herein.

**2. Promotion Dates:** The University of Oklahoma Return for Riches Promotion – Central Oklahoma Buick-GMC Dealer Association (“Promotion”) begins on 8/18/14 at 12:00am Central Daylight Saving Time (CDT) and ends on 12/6/14 at 11:59pm Central Standard Time (CDT) (the “Promotion Period”). The Promotion is subject to all applicable federal, state and local laws and regulations.

**3. Who is Eligible:** Promotion is offered only to legal residents of Texas, Oklahoma, Louisiana, Arkansas, Missouri, and Kansas who are 18 years of age or older, who have a valid U.S. driver's license. Employees, officers, directors, agents and representatives of Central Oklahoma Buick-GMC Dealer Association (“Sponsor”), General Motors, LLC, HCC Specialty Underwriters, Inc. (“Insurance Carrier”), All Terrain Productions, Inc., (“Administrator”) Sooner Sports Properties and their respective parent companies, divisions, affiliates, dealers, subsidiaries, advertising and promotion agencies and any and all other companies associated with the design or execution of this promotion (collectively, “Promotion Entities”), and the immediate families (spouses and parents, siblings and children and their respective spouses, regardless of where they reside) and members of the same household of such individuals, whether or not related, are not eligible to enter or win. Void outside Texas, Oklahoma, Louisiana, Arkansas, Missouri, and Kansas and where prohibited by law.

**4. How to Enter:** During the Promotion Period, visit the GMC display in the Sooner Fan fest area at any University of Oklahoma home football game at Oklahoma Memorial Stadium, or visit any of the participating dealerships listed below during normal dealership hours, complete an official entry form available there, while supplies last, and deposit the entry form in the designated entry box by end of regular dealership hours (hours may vary, call store for details).

DEALERSHIP NAME	ADDRESS	CITY	ZIP	PHONE
Bob Howard Buick-GMC	13300 N. Broadway Ext	Oklahoma City	73114	405-936-8800
Bob Moore Buick-GMC	7402 Northwest Expy	Oklahoma City	73132	405-721-6000
Byford Buick-GMC	2900 S. Hwy 81	Chickasha	73018	405-224-0475
Ferguson Buick-GMC	1015 Interstate Dr	Norman	73069	405-321-5820
Hudiburg Buick GMC	6000 Tinker Diagonal	Midwest City	73110	405-737-6641
John Vance Motors, Inc	5322 S. Division St.	Guthrie	73044	405-282-2113
Kelsey Buick-GMC	1601 N. Green Ave.	Purcell	73080	405-527-6565
Seth Wadley Buick GMC	200 North Ballard Rd.	Pauls Valley	73075	405-238-9681
Pemberton Inc.	3330 North 14th	Ponca City	74601	580-765-5595

DEALERSHIP NAME	ADDRESS	CITY	ZIP	PHONE
Rick Jones Buick-GMC	2830 S. Highway 81	El Reno	73036	405-262-2466
Ron Shirley Buick GMC	4700 W 6th Ave	Stillwater	74074	405-372-1230
Mid-America Auto Group	1301 N Broadway	Ada	74820	580-332-4141
Riverside Autoplex - Holdenville	3224 Oklahoma 48	Holdenville, OK	74848	855-454-8704

Entrants must complete all required information on the entry form to be eligible. Only official entry forms may be used. All entry forms must be hand-printed. No mechanically reproduced or facsimile entries or entries by any means which subvert the entry process are permitted and all such entries will be void. All entries become the property of the Sponsor and will not be returned.

**CAUTION:** ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The Promotion Entities are not responsible for: (i) entries that are lost, late, stolen, incomplete, inaccurate, damaged, illegible, destroyed, misdirected, undelivered, delayed or not received by the Promotion Entities or their respective agents for any reason or for lost or stolen entry boxes, or for any entries submitted in a manner that is not expressly allowed under these Official Rules and all such entries will be void; (ii) any problems or malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries; (iii) any causes that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion; or (iv) any other errors or problems relating to or in connection with this Promotion, whether printing, typographical, human or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Promotion, the cancellation or postponement of the, the processing of entries, the announcement of the prizes or in any Promotion-related materials. All incomplete or non-conforming entries will be disqualified. Sponsor reserves the right to cancel, modify or terminate any portion of the Promotion if fraud, misconduct or technical failures destroy or threaten the integrity of any portion of the Promotion, in the opinion of the Sponsor/Administrator, or if any problem corrupts the administration, security, or proper conduct of the Promotion as determined by Sponsor/Administrator, in their sole discretion. In the event of early termination of any portion of the Promotion, Sponsor reserves the right to (i) select the potential Finalist(s) for the drawing(s) at issue from among all eligible, non-suspect entries received for the applicable drawing(s) and/or (ii) conduct the from among all eligible, non-suspect finalists using the procedure outlined below as of such termination (as applicable). Proof of submitting entries will not be deemed to be proof of receipt by Sponsor.

**5. Odds Of Winning:** Odds of winning a prize will depend upon the number of eligible entries received as of the applicable Drawing Date from all entry methods. When you enter the Promotion, you can also opt-in to receive promotional offers and emails from Sponsor. You can opt-out of receiving such offers and emails at any time and opting-in does not impact your chances of winning.

**6. Finalist Drawings:** Six (6) Home Game Finalist winners will be determined at random drawings on the following dates: August 22, 2014, September 5, 2014, October 10, 2014, October 31, 2014, November 14, 2014, and November 28, 2014 (each a "Home Game Drawing Date") for a total of six (6) "Home Game Finalist" winners.

Six (6) Away Game Finalist winners will be determined at random drawings on the following dates: August 29, 2014, September 12, 2014, September 26, 2014, October 3, 2014, October 24, 2014, November 7, 2014 (each a "Away Game Drawing Date") for a total of six (6) "Away Game Finalist"

winners. The Home Game Finalist winners and Away Game Finalist winners are collectively “Finalists.”

The non-winning eligible entries from one random drawing will carry over to subsequent drawings. Each potential Finalist will be notified by phone, email, or mail (in the sole discretion of Sponsor or Administrator, as applicable) within the two days following the date of the applicable drawing (the “Prize Notification”). If any potential Finalist does not respond to such prize notification within 24 hours of issuance, disqualification and prize forfeiture will result and a second-chance drawing will occur at the time of the next scheduled drawing (“Second-Chance Drawing”). Participants in any Second-Chance Drawing will consist of all eligible non-winning entries received as of the applicable drawing. Each Finalist may be required to execute, have notarized and return an affidavit of eligibility and release of liability and, unless prohibited by law, publicity, within seventy-two (72) hours of the time of issuance. Failure to submit any identification required by Sponsor or to return any required documents within the specified time period, non-compliance with these Official Rules or the return of the prize or Prize Notification as undeliverable may result in disqualification and prize forfeiture. Limit one (1) Finalist per household.

**7. Grand Prize Event:** Each Home Game Finalist and Away Game Finalists will be eligible to win a Grand Prize. In order to qualify for the Grand Prize, a member of the Oklahoma Sooners football team must return either an Opening 1<sup>st</sup> Half or Opening 2<sup>nd</sup> Half kick-off (each a “Kick-Off”) for a touchdown in the Grand Prize Event Game corresponding to the Finalist Drawing Date listed below. A touchdown scored by the Oklahoma Sooners, when the Oklahoma Sooners are the kicking team, is ineligible and will not be considered for prize reimbursement. Only Kick-Offs where the Oklahoma Sooners are the receiving team are eligible for prize reimbursement. A Kick Off returned for a touchdown must be scored as such in the official box score. A Kick Off returned for a touchdown and nullified by a penalty is ineligible and will not be considered for prize reimbursement. In the event the Kick-Off is replayed due to a penalty, the replayed Kick-Off is eligible for prize reimbursement. The eligibility of any Kick Off returned for a touchdown is subject to the NCAA rules of football.

<b><u>Finalist Drawing Dates</u></b>	<b><u>Grand Prize Event Game Date</u></b>
Friday, August 22, 2014	Saturday, August 30, 2014
Friday, August 29, 2014	Saturday, September 6, 2014
Friday, September 5, 2014	Saturday, September 13, 2014
Friday, September 12, 2014	Saturday, September 20, 2014
Friday, September 26, 2014	Saturday, October 4, 2014
Friday, October 3, 2014	Saturday, October 11, 2014
Friday, October 10, 2014	Saturday, October 18, 2014
Friday, October 24, 2014	Saturday, November 1, 2014
Friday, October 31, 2014	Saturday, November 8, 2014
Friday, November 7, 2014	Saturday, November 15, 2014
Friday, November 14, 2014	Saturday, November 22, 2014
Friday, November 28, 2014	Saturday, December 6, 2014

In the event the Grand Prize Event Game is cancelled, the Finalist will be eligible to win the Grand Prize on the rescheduled game date of the original Grand Prize Event Game. If the Grand Prize Event Game is not rescheduled or the rescheduled game is cancelled, no Grand Prize winner will be selected for that cancelled game.

The potential Grand Prize winner will be required to execute and return a W-9 form, an affidavit of eligibility and liability release and, unless prohibited by law, publicity release within a time period specified by the Administrator. If the potential Grand Prize winner is ineligible or otherwise fails to return such documents within the specified time period fully-executed, or potential Grand Prize winner cannot or does not wish to accept the prize or is not in compliance with these Official Rules, such potential Grand Prize winner will be disqualified and, no Grand Prize will be awarded. Failure to collect or properly claim the Grand Prize in accordance with these Official Rules will result in forfeiture of the prize. If forfeited for any reason, Administrator will have no further obligation to such winner and may, at its sole discretion, randomly select an alternate winner who will be notified as per the procedures outlined above.

## **8. Prizes:**

**A. Up to Twelve (12) Grand Prizes:** Grand Prize consists of \$20,000 towards the purchase of a new (2014 or 2015) Buick-GMC vehicle. Winner may select a vehicle of winner's choice with a Manufacturer's Suggested Retail Price ("MSRP") of \$20,000 or less. If the selected vehicle MSRP is under \$20,000 the winner ***will not*** be awarded the difference between the vehicle's actual MSRP and \$20,000. Winner is solely responsible for any expenses in connection with acceptance and use of the prize not expressly described herein as being awarded including, without limitation, the following: (i) income, federal, state or local taxes; (ii) insurance, title, registration fees, delivery charges, 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 which increase the MSRP over \$20,000 are the sole responsibility of winner. Winner may redeem the Grand Prize only at one of the participating Buick-GMC dealerships listed in Section 4 of the Official Rules. Sponsor and Administrator shall not be responsible for delays in delivery of vehicle; delivery is subject to availability. 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. Grand Prize winner will be issued an IRS Form 1099 reflecting the actual value of the prize. Grand Prize is non-transferable and no cash redemption or prize substitution allowed. Administrator reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. All Grand Prize details are at 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. Approximate Retail Value ("ARV") of each Grand Prize is \$20,000.

**B. Six (6) Home Game Finalist Prizes:** Each Home Game Finalist Prize consists of four (4) tickets to the Grand Prize Event game corresponding to the Grand Prize Event date associated with the Finalist Drawing Date and one (1) autographed Bob Stoops football. ARV of each Home Game Finalist Prize is \$465.

Times and/or dates of games are subject to change to meet NCAA or Big 12 television commitments. The terms and conditions of the tickets awarded as part of the Home Game Finalist Prize may govern in the event that a game is not played due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. The Home Game Finalists and their guests agree to comply with all applicable stadium regulations in connection with the Prize. The Promotion Entities will not be responsible for weather conditions, acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any game. Game tickets awarded as part of the Home Game Finalist Prizes may not be resold or offered for resale. Any such resale may result in disqualification and prize forfeiture, and may invalidate the license granted by the game ticket(s). No lodging will be included in the Home Game Finalist Prize. No transportation to the Grand Prize Event game will be provided. Transportation to the Grand Prize Event game is the sole

responsibility of winner. All costs and expenses associated with prize acceptance and use not described herein as being provided, including but not limited to meals, gratuities and other expenses incurred by accepting the Home Game Finalist Prize are the sole responsibility of winner.

**C. Six (6) Away Game Finalist Prizes:** Each Away Game Finalist Prize consists of one (1) autographed Bob Stoops football. ARV of each Away Game Finalist Prize is \$125.

ARV of all potential prizes is \$243,540.

**9. Winners List:** For the names of the winners, please send a self-addressed and stamped envelope to "Return for Riches" Promotion, 2675 West Grand Avenue, Chicago, Illinois 60612-1144. Requests for winners' names must be received by January 1, 2015. Allow four to six weeks for delivery of the list.

**10. General Prize Restrictions:** The prizes are subject to availability and are subject to change. The prizes may not be transferred, assigned, changed or redeemed for cash, except by the Sponsor, who reserves the right to substitute the prize in whole or in part with another prize of comparable or greater value if the intended prize is not available for any reason as determined by the Sponsor in its sole discretion. Any and all taxes (including but not limited to federal, state, local or income taxes) are the sole responsibility of the winner. Each Grand Prize winner will be required to provide his or her Social Security number and appropriate tax documentation for tax reporting purposes. Sponsor will file where required an IRS Form 1099 with the Internal Revenue Service for the fair market value of any prize.

**11. Additional Rules & Restrictions:** By participating in this Promotion, entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final and binding in all matters relating to this Promotion. In the event a winner is found to be in violation of any of these Official Rules after prize has been awarded, he/she will be required to forfeit the prize or to reimburse the Sponsor for the stated value of the prize if such violation is found after the prize has been used by winner. Acceptance of finalist status and/or a prize constitutes permission for the Sponsor and its designees to use the finalist's or winner's name, city and state of residence and/or likeness for purposes of advertising and trade in any manner or media now or hereafter known worldwide in perpetuity without limitation or further compensation, notification or permission, unless prohibited by law.

**12. General Conditions And Release:** Except where prohibited by law, by participating, each entrant (a) agrees to release the Promotion Entities, and each of their respective parents, affiliated companies, subsidiaries, directors, officers, agents, employees, managers, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, employees, agents and representatives from any and all liability for any claims, costs, injuries, losses or damages of any kind that may occur, directly or indirectly, in whole or in part, by their participation in this Sweepstakes, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of any prize or any travel or activity related to the receipt or use of any prize; and (b) ACKNOWLEDGES THAT NONE OF THE SWEEPSTAKES ENTITIES OR ANYONE ELSE HAS EITHER MADE, OR IS IN ANY MANNER RESPONSIBLE OR LIABLE FOR, ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESSED OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO ANY PRIZE INCLUDING, BUT NOT LIMITED TO, ITS QUALITY OR AVAILABILITY. No failure to enforce any term of these Official Rules shall constitute a waiver of that provision.

**Sponsor:** This Promotion is sponsored by Central Oklahoma Buick-GMC Dealer Association, 2830 S. Highway 81, El Reno, Oklahoma 73036..

**Administrator:** All Terrain Productions, Inc., 2675 West Grand Avenue, Chicago, Illinois

60612-1144.

**Insurance Carrier:** HCC Specialty Underwriters, Inc., 401 Edgewater Place Suite 400,  
Wakefield, MA 01880