

## **SWEEP THE PODIUM SWEEPSTAKES**

### **OFFICIAL SWEEPSTAKES RULES**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES ONLY OPEN TO PIRELLI TIRE CUSTOMERS ONLY.**

**1. Eligibility:** The Pirelli "Sweep the Podium" Sweepstakes Presented by Pirelli Tire (the "Sweepstakes") is open only to Pirelli Tire Customers who are legal residents of the Fifty (50) United States or the District of Columbia and at least eighteen (18) years old at the time of entry. Employees of Pirelli Tire, LLC, Pirelli Canada, and members of their household and immediate family (i.e., parents, children, siblings, spouse and persons residing in the same household as such immediate family members) of Sponsor, its affiliates, divisions, subsidiaries; advertising/ promotion agencies; or any third party associated with the development, administration or supply to this promotion (collectively, "Sponsor & Others") are not eligible. Lemans Corporation (dba "Parts Unlimited"), its affiliates and their respective employees, shareholders, directors, and agents as ineligible participants. Subject to all applicable federal, state and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. Potential Grand Prize Winner will be required to sign and return an Affidavit of Eligibility/Compliance (including his/her Social Security Number as required for tax purposes) and a Publicity/Liability Release. Failure to sign and return these and other such requested documents by the return date specified in the Prize notification letter will result in forfeiture of the Grand Prize and, time allowing, selection of an alternate Potential Winner. Grand Prize Winner will also be issued a Form 1099 in the amount of the Approximate Retail Value of the Prize.

**2. Sponsor:** Pirelli Tire, LLC, 100 Pirelli Dr., Rome, GA 30161 ("Sponsor"). The Sweepstakes administrator is Pirelli S.p.A, 222 Viale Sarca, 20126 Milano, Italy ("Administrator"). Lemans Corporation (dba. Parts Unlimited) is not a sponsor of this promotion.

**3. Timing:** The Sweepstakes begins on April 26, 2007 at 8:00 a.m. Eastern Standard Time ("EST") and ends on July 31, 2007 at 11:59 p.m. EST (the "Sweepstakes Period"). During the Sweepstakes Period, there will be two (2) separate drawings to award each of the prizes provided in these official rules.

**4. How to Enter:** (a) Go to [www.us.pirelli.com/web/motorcycle/entertainment/sweepthepodium/](http://www.us.pirelli.com/web/motorcycle/entertainment/sweepthepodium/) and follow the instructions for entry. After you have submitted the required information, you will receive one (1) entry into the Sweepstakes. (b) Pirelli.com (collectively, "contingency participants, calendar club") members may choose the opt-in option on the Pirelli web registration form, and may also enter by mailing the downloadable registration form with their name, address, home phone number, business phone number and a valid email address to Pirelli Diablo SBK

Sweepstakes, c/o Pirelli Tire, LLC, 100 Pirelli Dr., Rome, GA 30161.

The drawings will be held on August 6, 2007. All on-line entries must be received by 11:59pm EST on July 31, 2007 and all mail-in entries must be post marked no later than July 29, 2007 and received by August 5, 2007 at 5:00pm EST to be eligible to win.

Entries will only be accepted for each prize drawing if received prior to the end of the Entry Period. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Sponsor and Administrator are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, or misdirected entries, which will be disqualified.

## **5. Prizes:**

**Retail Prize Entry:** Three (3) Retail Prize Entry Winners (those who are not actively engaged in Trackday riding) will receive a trip for one (1) person to the Corona Extra World Superbike Championship race scheduled to be held on September 30, 2007 at the Autodromo Vallelunga in Rome, Italy. The trip includes (i) one (1) ticket to attend the race at Autodromo Vallelunga (ii) roundtrip coach-class air transportation for winner from the major commercial airport nearest the winner's home to Rome, Italy (iii) three (3) nights hotel accommodations (single room, double occupancy) at a hotel(s) of sponsor's choice (room rate and tax only), (iv) ground transportation between the airport, hotel(s) and the Autodromo Vallelunga, (v) one (1) VIP admission ticket providing winner access to superpole and the race. The Approximate Retail Value ("ARV") of the Retail Prize Entry is \$5,000. Grand Prizes will be forfeited in its entirety if Winner is not able to take Trip on dates specified by Sponsor. Winner must possess required travel photo identification documents. Sponsor has no responsibility for Winner's inability to utilize Prize. All expenses not specified above, including, but not limited to, beverages, meals, snacks, personal services, mini-bar, souvenirs, insurance, gratuities, etc., are the sole responsibility of Winner.

**Trackday Grand Prizes:** Three (3) Trackday Grand Prize Winners (those who are actively engaged in Trackday riding) will receive a trip for one (1) person to the Corona Extra World Superbike Championship race scheduled to be held on September 30, 2007 at the Autodromo Vallelunga in Rome, Italy. The trip includes (i) one (1) ticket to attend the race at Autodromo Vallelunga, (ii) roundtrip coach-class air transportation for winner from the major commercial airport nearest the winner's home to Rome, Italy, (iii) three (3) nights hotel accommodations (single room, double occupancy) at a hotel(s) of sponsor's choice (room rate and tax only), (iv) ground transportation between the airport, hotel(s) and Autodromo Vallelunga, (v) one (1) VIP admission ticket providing winner access superpole and the race. The ARV of the Trackday School Prize Entry is \$5,000. Grand Prizes will be forfeited in its entirety if Winner is not able to take Trip on dates specified by Sponsor. Winner must possess required travel photo identification documents. Sponsor has no responsibility for Winner's inability to utilize Prize. All expenses not specified above, including, but not limited to, beverages, meals, snacks, personal services, mini-bar, souvenirs, insurance, gratuities, etc., are the sole responsibility of Winner.

**BONUS LOYALTY PRIZES (Subject to Availability):** Each Bonus Loyalty Prize Winner will receive either Pirelli Hat or Pirelli T-shirt (ARV: \$7.50 each).

Sponsor makes no guarantee as to the location of the seats within the motor speedways. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Sponsor is not responsible for lost or mutilated tickets and none will be replaced. Sponsor is not responsible for postponement or cancellation of the Event. All travel arrangements must be made through a travel agent selected by Administrator. Administrator will determine the airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Administrator's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner and its guests. Travel companions (unless child of winner) must be the age of majority in his/her place of residence as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companions must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor or Administrator air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Administrator's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Winner and travel companions are responsible for obtaining all government issued identification necessary for travel.

**The Total ARV of all prizes is \$40,000.** Actual value may vary based on airfare fluctuations and distance between departure and destination. Each Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for any taxes associated with prize receipt and/or use. Odds of winning a Sweepstakes prize depends on the number of eligible entries received during each Entry Period of the Sweepstakes.

#### Prize Restrictions:

- Prize is non-transferable and cannot be converted into cash.
- Travel occurs within the dates September 27<sup>th</sup> – October 1<sup>st</sup>, 2007
- All space is subject to availability at the time of booking.
- All hotel and Airport taxes and Fees are not included.

**6. Drawing:** Administrator will randomly select the potential winners from all eligible entries received during each Entry Period. All eligible non-winning entries from the drawing conducted after one Entry Period will automatically be included in the next Entry Period's scheduled drawing, however, an individual is not entitled to win more than one prize. If the potential winner in a given Entry Period is someone who has already won a prize, then an alternate winner will be selected. **7. Verification of Potential Winner:** A potential winner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. Any potential Sweepstakes winner is subject to verification by Sponsor or Administrator. An entrant/potential Sweepstakes winner is not a

winner of any prize unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete. The potential Sweepstakes winner will be notified by phone on the day of the drawing. If a potential winner of any prize cannot be contacted or fails to reply within twenty-four (24) hours following the first attempt at notification, potential winner forfeits their prize and an alternate winner will be selected from among all eligible entries received. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held after which the prize will remain unawarded. Each winner must complete, execute and return an Affidavit of Eligibility, a Liability Release, a Travel Companion Publicity and Liability Release, and where lawful a Publicity Release within five (5) days of notification. Failure to return the documents within five (5) days, or if prize notification or prize is returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these official rules, disqualification may result.

**8. Release:** By receipt of any Sweepstakes prize, winner agrees to release and hold harmless Pirelli Tire, LLC, Pirelli S.p.A, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/sweepstakes agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of the prize. "Pirelli and the Pirelli logo are registered trademarks of Pirelli S.p.A and the Corona Extra World Superbike marks are used under license by FGSport.

**9. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**10. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. 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 any other Promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**11. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) unauthorized human intervention in any part of the entry process or the Sweepstakes; (3) technical or human error which may occur in the administration of the Sweepstakes or the processing of

entries; or (4) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed. Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

**12. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Georgia or the appropriate Georgia State Court located in Floyd County, Georgia U.S.A.; (2) 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 (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.

**13. Entrant's Personal Information:** Information collected from entrants is subject to the Pirelli's Privacy Policy:

Privacy and confidentiality are values which Pirelli recognizes and respects. Accordingly we will ensure the security and integrity of your personal details, in fully respect to the law. If you would like further information regarding the recording of your personal details, in accordance with Article 13 of Law 675/96, please contact Pirelli Informatica S.p.A. (a Pirelli Affiliate, responsible for data handling) with offices at Viale Sarca 222, 20126 Milan, Italy.

**14. Sweepstakes Results:** The name of the winners may be obtained after August 6, 2007, by sending a self-addressed stamped envelope to "Sweet the Podium by Pirelli", c/o Pirelli Tire, LLC, 100 Pirelli Dr., Rome, GA 30161. (VT residents may omit return postage.) Requests for winner names must be received by December 31, 2007.