

**COOPER TIRE “NOYS TREAD WISELY TIRE
CHALLENGE FOR SCHOOLS” SWEEPSTAKES**

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. ELIGIBILITY

The Cooper Tire “NOYS Tread Wisely Tire Challenge for Schools” Sweepstakes (“Sweepstakes”) is open only to high schools or colleges located in the 50 United States, the District of Columbia, or Puerto Rico as of the date of entry or student clubs or other organizations recognized by such institutions as of the date of entry (“Clubs”) that, in any case, have registered to participate during the period April 26, 2017, through December 21, 2017, in the “NOYS Youth-Led Tread Wisely Events Challenge” (the “Program”; each a “Participant School or Club”) sponsored by the National Organizations for Youth Safety (“NOYS”). (See copy of “Youth-Led Tread Wisely Events Implementation Guide,” provided by Sponsors [the “Implementation Guide”].) Multiple Clubs within the same school or college are eligible to enter. Void where prohibited by law. The sponsors of this Sweepstakes (“Sponsors”) are NOYS and Cooper Tire & Rubber Company. By entering, you agree to these Official Rules and the decisions of Sponsors, which are final and binding in all respects.

2. ENTRY PERIOD

The Sweepstakes will begin on August 1, 2017, at 12:01 a.m. Eastern Time (ET) and end on December 31, 2017, at 11:59 p.m. ET (“Entry Period”).

3. SWEEPSTAKES ENTRY

No purchase necessary to enter or win. A purchase will not improve your chances of winning. There are two methods of entering:

Entry by holding event. Enter to participate in the Program by holding a single Youth-Led Tread Wisely student challenge event during the Entry Period with the required minimum number of participating students, all in accordance with the Implementation Guide. Then complete the event report form included in the Tread Wisely event kit provided in connection with the Implementation Guide and upload it and the required event photo and student safety check forms to TreadWisely.org by 11:59 p.m. ET on January 8, 2018.

Free entry permitted by mail. To enter by U.S. mail, send a 3x5 card with Participant School or Club name, street address (including zip code), e-mail address, and home or cell telephone numbers (including area code) to the “NOYS Tire Tread Wisely Tire Challenge for Schools Sweepstakes,” 701 Lima Ave., Findlay, Ohio 45840, write “Please enter me, “ and have the card signed by the Participant School or Club principal, dean, or club advisor. A mail-in entry will be treated in the same manner as an event entry. No mass or mechanically reproduced entries will be accepted. All mail-in

entries must be postmarked by December 31, 2017, and must be received by Sponsors by 11:59 p.m. on January 8, 2018, to be eligible.

Only one entry per Participant School or Club is permitted, regardless of method of entry.

All entries become the property of Sponsors and will not be returned to entrant.

4. WINNER SELECTION

On January 22, 2018, Sponsors will select 50 winners by random drawing from all eligible entries received during the Entry Period. The winners will be notified by e-mail or phone within approximately 7 days of the drawing and will be required to respond within 5 days (and provide the documentation described in Section 7 below) in order to claim the prize. The Sponsors' decisions are final in all matters relating to the Sweepstakes.

5. PRIZES & ODDS OF WINNING

\$500 in cash will be awarded by random drawing to each of 50 School or Club Participant entrants. Approximate retail value (APR) of each prize is \$500. APR of all prizes is \$25,000.

Limit one prize per entrant per drawing. Odds of winning any prize depend on the number of eligible entries received during the Entry Period. Each winner is responsible for all federal, state, and local taxes.

No assignment, transfer, or substitution of prize is permitted.

6. GENERAL CONDITIONS

This Sweepstakes is conducted in English. Each winner will be subject to verification by Sponsors. A participant is not a winner of any prize unless and until said participant's eligibility and the potential win have been verified and said participant has been notified that verification is complete and any documentation necessary for verification has been submitted to Sponsors for verification. Each winner must execute and return an Affidavit of Eligibility, a Liability Release, and, where lawful, a Publicity Release, which must include street address, within 7 days of notification. Where permitted by law, by accepting a prize, each winner agrees to grant to each of Sponsors and their respective licensees, affiliates, and assigns, the right to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including but not limited to the World Wide Web, at any time or times, the winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional consideration. Further, by accepting a prize, each winner agrees, and by entering the Sweepstakes, each entrant agrees, to release and hold harmless Sponsors and their respective parents, affiliates, subsidiaries, advertising and promotional agencies, and prize sponsors from any and all liability for any injuries, loss, or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use, or misuse of a prize, participation in any Sweepstakes-related activity, or participation in the Sweepstakes. Void where prohibited.

Sponsors reserve the right, at their sole discretion, to disqualify any individual they find, in their sole discretion, to be tampering with the entry process or the operation of the Sweepstakes; to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. Any use of robotic, automatic, programmed, or like entry methods will void all such entries by such methods.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

7. LIMITATIONS OF LIABILITY

Sponsors are not responsible for lost, late, misdirected, illegible, mutilated, or postage-due entries, for any human, computer, on-line, telephone, or technical malfunctions that may occur, for any printing or typographical errors in any materials associated with the Sweepstakes, or for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error that may occur in the processing of submissions in the Sweepstakes. Sponsors assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction. Sponsors are not responsible for injury or damage related to or resulting from participating in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned by reason of tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsors that, in the sole opinion of Sponsors, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsors reserve the right in their sole discretion to cancel, terminate, modify, or suspend the Sweepstakes and select the winners from entries received for that drawing prior to the action taken. IN NO EVENT WILL SPONSORS OR THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING OR PROMOTIONAL AGENCIES, OR PRIZE SPONSORS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) THAT EXCEED THE AGGREGATE VALUE OF ALL THE PRIZES TO BE AWARDED, IN EACH CASE, ARISING OUT OF THE PROMOTION OR CONDUCT OF, OR ANY ENTRANT'S PARTICIPATION IN, THE SWEEPSTAKES. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties, so some of the above limitations or exclusions may not apply to you. Check your local laws for any restrictions or limitations regarding these limitations or exclusions.

8. GOVERNING LAW; DISPUTES

Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the participants and Sponsors, will be construed and governed by the laws of the state of Ohio, without regard to conflicts of law rules. By entering the Sweepstakes, each participant agrees that: (i) 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, without resort to

any form of class action, and exclusively by the United States District Court for the Northern District of Ohio, or the appropriate Ohio State Court located in Hancock County, Ohio, and (ii) in addition to the limitations in Section 7 of these Official Rules, any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes but in no event attorneys' fees.

9. SEVERABILITY

Any provision of these Official Rules that is found invalid or unenforceable pursuant to judicial decree or decision will be ineffective to the extent of such invalidity or unenforceability, and the remainder of these Official Rules will remain valid and enforceable according to their terms. If any provision of these Official Rules is so broad as to be unenforceable, the provision will be interpreted to be only as broad as is enforceable.

10. PRIVACY

By entering the Sweepstakes, entrants will be sharing their personal information with Sponsors. By entering, entrants agree to Sponsors' use of entrant's personal information as described in Cooper Tire & Rubber Company's Privacy Policy at <http://us.coopertire.com/Privacy-Policy.aspx> and NOYS's Privacy Policy at <https://noys.org/your-privacy/>.

11. WINNERS LIST

The names of the Sweepstakes winners may be obtained after February 11, 2018, by sending a self-addressed stamped envelope to: NOYS Tread Wisely Tire Challenge for Schools Sweepstakes "Winner Info," 701 Lima Avenue, Findlay, OH 45840. All requests must be received before February 12, 2019. Residents of Vermont may omit return postage.

12. RULES

For a copy of the Official Rules, send a self-addressed stamped envelope before February 12, 2019 to: NOYS Tread Wisely Tire Challenge for Schools Sweepstakes Official Rules, 701 Lima Avenue, Findlay, OH 45840. Residents of Vermont may omit return postage.

13. SPONSORS

Cooper Tire & Rubber Company
701 Lima Avenue
Findlay, OH 45840
Web Site: <http://us.coopertire.com/>

National Organizations for Youth Safety
901 N. Washington Street
Suite 703
Alexandria, VA 22314
Web Site: <https://noys.org/>