

**COOPER TIRE “NOYS TREAD WISELY TIRE
CHALLENGE FOR STUDENTS” 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 Students” Sweepstakes (“Sweepstakes”) is open only to current legal residents of the 50 United States, the District of Columbia, or Puerto Rico who, on the date of entry, are students at high schools, colleges, or other educational organizations located in the United States or members of clubs at such schools that are participants in the “NOYS Youth-Led Tread Wisely Events Challenge” (each a “Participant School or Club”) sponsored by the National Organizations for Youth Safety (“NOYS”) as of the date of entry. Void where prohibited by law. Employees of Cooper Tire & Rubber Company or its dealers or prize sponsors and of NOYS and their respective parents, affiliated and subsidiary companies, and advertising and promotional agencies, as well as the immediate family (spouse, mother, father, sister, brother, daughter, or son, regardless of where they live) of such employees or members of their households (whether related or not) are not eligible. 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. 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 participating in event. During the Entry Period obtain a Tire Safety Maintenance Check Form (“Check Form”) from the Team Leader of the Participant School or Club of which you are a student or to which you belong, perform a tire safety maintenance check on any automobile by completing the Check Form, and return the completed Check Form to your Team Leader during the Entry Period. One Check Form per automobile. An unlimited number of Check Forms may be completed or submitted each day of the Entry Period. Facsimiles of the Check Form may be used. You will automatically receive one entry into the Sweepstakes for every completed Check Form so submitted.

Free entry permitted by mail. To enter by U.S. mail, send a 3x5 card with your name, street address (including zip code), e-mail address, and home or cell telephone

numbers (including area code) to the “NOYS Tread Wisely Tire Challenge for Students Sweepstakes,” 701 Lima Ave., Findlay, Ohio 45840, and write “Please enter me.” A mail-in entry will be treated in the same manner as Check Form entry. You may submit an unlimited number of free entries by mail each day during the Entry Period. One postal card per free 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.

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

4. WINNER SELECTION

On January 22, 2018, Sponsors will select 68 winners--one grand prize winner and second, third, fourth, fifth, sixth, seventh, and eighth prize 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 drawings and will be required to respond within 5 days (and provide the documentation described in Sections 6 and 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

There are 68 prizes.

Grand Prize. A single winner will receive one MacIntosh® MacBook Pro®. Approximate retail value (“APR”) of Grand Prize is \$1,500.

Second Prize. Two Second Prize winners will each receive an Apple® iPad®. APR of each Second Prize is \$500. APR of both Second Prizes is \$1,000.

Third Prize. 10 Third Prize winners will each receive a \$100 gift card from StubHub®, an online ticket exchange owned by eBay, which provides services for buyers and sellers of tickets for sports, concerts, theater and other live entertainment events. APR of each Third Prize is \$100. APR of all Third Prizes is \$1,000.

Fourth Prizes. 10 Fourth Prize winners will each receive a \$50 Amazon® gift card. APR of each Fourth Prize is \$50. APR of all Fourth Prizes is \$500.

Fifth Prizes. 20 Fifth Prize winners will each receive a \$25 gasoline gift card. APR of each Fifth Prize is \$25. APR of all Fifth Prizes is \$500.

Sixth Prizes. 25 Sixth Prize winners will each receive a “Tread Wisely” T-shirt. APR of each Sixth Prize is \$7.50. APR of all Sixth Prizes is \$250.

APR of all 68 prizes is \$4,750. All gift card terms and conditions apply to the use of the prizes and are incorporated herein by reference.

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, except that Sponsors reserve the right to substitute a prize of equal or greater value if the advertised prize is unavailable. No cash equivalent is available for any portion of a prize.

6. TAX REPORTING

Each winner ("Winner") will be responsible for all taxes (including federal, state, local and/or income) on the prize and will be required to provide his/her Social Security number for tax reporting purposes, since the approximate retail value of the prize being awarded is \$600 or greater. Each Winner must also return a completed Form W-9 to Sponsor. If a Winner refuses to provide his/her Social Security number for the prize or fails to return a completed Form W-9, in each case within the time period set forth in Section 4, said winner will be disqualified and an alternate winner will be selected in accordance with these Official Rules. In addition, a Winner who refuses to provide his/her Social Security number or fails to return a completed Form W-9 within the aforementioned period will have no right to an alternate prize worth less than \$600 in lieu of providing his/her Social Security number and/or Form W-9 for the original prize.

7. 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 (or if the winner is below the age of 18, the winner's parent or guardian) must execute and return an Affidavit of Eligibility, a Liability Release, and, where lawful, a Publicity Release, which must include the winner's social security number for tax reporting purposes and 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.

8. 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. WITHOUT LIMITING THE FOREGOING, EXCEPT FOR ANY STANDARD WARRANTY THAT IS PROVIDED BY THE MANUFACTURER OF A PRIZE, ANY PRIZE WON IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. 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.

9. 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 8 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.

10. 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.

11. 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/>.

12. 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 Students 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.

13. 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 Students Sweepstakes Official Rules, 701 Lima Avenue, Findlay, OH 45840. Residents of Vermont may omit return postage.

14. 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/>