

**Plaza Auto Mall
Dice Roll Promotion**

NO PURCHASE OR SUBMISSION TO SALES PRESENTATION NECESSARY TO ENTER OR WIN. A PURCHASE OR SUBMISSION TO SALES PRESENTATION DOES NOT INCREASE CHANCES OF WINNING. VOID OUTSIDE THE ELIGIBLE AREA STATED BELOW AND WHERE PROHIBITED BY LAW.

Promotion Dates: The Plaza Auto Mall Dice Roll Promotion (“Promotion”) begins 7/17/14 and ends on 8/31/14 (the “Promotion Period”). The Promotion will be divided into one (1) daily entry period (each, a “Daily Entry Period”). Each Daily Entry Period will begin and end each day based on the operating hours of the Promotion display table at the Plaza Auto Mall and MCU Park.

Who May Enter: Promotion is open to legal residents of the United States residing within 60 miles of a participating dealership who are 18 years of age or older as of date of entry and have a valid U.S. driver’s license. Employees, officers, and directors of Plaza Auto Mall (“Sponsor”), American Hole ‘n One (“Administrator”), Brooklyn Cyclones, Star Performance Marketing, and each of their respective parents, affiliated companies, subsidiaries, distributors, dealerships, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this Promotion (collectively, “Released Parties”), and the members of the immediate families (spouse, parent, sibling and child and their respective spouses, regardless of where they reside) or households of any of the above, whether or not related, are not eligible to enter or win. Promotion is subject to all applicable federal, state and local laws. Void outside the eligible area stated above and where prohibited by law.

Participating Sponsors:

Sponsor	Address	City	State	Zip Code
Plaza Auto Mall	2740 Nostrand Ave	Brooklyn	NY	11210

How to Enter: Visit Plaza Auto Mall at 2740 Nostrand Ave, Brooklyn, NY 11210 or MCU Park located at 1904 Surf Ave Brooklyn, NY 11224 beginning 7/17/2014 during operating hours to enter.

By participating in the Promotion, entrants agree to (i) be bound by these Official Rules and the decisions of the Sponsor and judges, which are final and binding in all matters, (ii) the use by Sponsor and its designees of their names, cities and states of residence, photograph, voice, and likenesses, and prize information, for advertising, trade and promotional purposes, worldwide, and in perpetuity, in any and all forms of media, now known or hereafter devised without compensation, notification or permission, except where prohibited by law, and (iii) release, indemnify, and hold harmless Released Parties against any injuries/losses/damages (including death)/claims/actions and any liability of any kind resulting, in whole or in part, directly or indirectly, from participation in any Promotion related activity (including Finalist Event), or participation in the Promotion (including any travel related thereto) or acceptance, possession, use, misuse or nonuse of the prize. Released Parties are not responsible for technical, mechanical, printing, typographical, human or other errors relating to or in connection with the Promotion, including, without limitation, errors which may occur in connection with the administration of the Promotion, the processing of entries, the announcement of the winner(s) (if any); or for stolen, lost, late, misdirected, damaged, inaccurate, delayed, or illegible entries or lost or stolen ballot boxes; entries which are lost for any reason including human or other error. If in the Sponsor’s opinion, there is any suspected or actual evidence tampering with any portion of the Promotion, or unauthorized intervention or other causes compromise or affect the administration, integrity, security, fairness, or proper conduct of the Promotion, or if the Promotion is unable to run as planned due to any other cause, Sponsor in its sole discretion reserves the right to disqualify any individual from this Promotion that it finds, in its sole discretion, to be tampering with the entry process, or the operation of the Promotion, to be acting, or be, 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 or interfere in any manner with any aspect or portion of this Promotion and/or void any entries submitted fraudulently (as applicable), to modify or suspend the Promotion, or to terminate the Promotion. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Finalist Selection: (10) finalist will be randomly selected to participate in the contest. If a potential finalist is ineligible, is not in compliance with these Official Rules, or does not wish to participate in the Finalist Event, s/he will be disqualified and, at Sponsor's discretion, an alternate finalist will be randomly selected **Finalists are responsible for all costs and expenses associated with finalist status and prize acceptance and use not mentioned here as being provided.**

Participating in the Finalist Event: Beginning on 8/31/14 at MCU Park, 10 finalists will be allowed to roll four (4) dice, provided by Sponsor, in an attempt to successfully roll 4 Plaza Auto Mall Logos with the dice based on how they land. In order to be a valid attempt each eligible finalist must:

- Print and sign their full name in the official registration binder on the next unoccupied line. Name must be printed clearly to be eligible.
- After completing this information and upon direction of the Contest Administrator, the contestant must roll the provided set of four (4) dice in accordance with the requirements outlined herein.
- Limit one (1) roll attempt per finalist.

Additional dice roll rules and requirements:

- All dice roll attempts must occur in the presence of Administrator, and must be recorded on video tape in its entirety. Any dice roll attempt not in the presence of Administrator, or that is not videotaped for any reason will be disqualified and is not eligible for the Grand Prize;
- Finalists are not permitted to take any practice or warm-up tosses prior to their attempt. Once a die has been rolled, their attempt is considered to be started.
- Each eligible finalist must roll all (4) dice, either one at a time or all at one time. If a finalist elects to roll the dice one at a time, their attempt is immediately ended following the first die that lands with a non-winning symbol face up. Finalists may not attempt to change the outcome of any rolled die, by hitting the die with a subsequent roll attempt;
- All four (4) dice must be rolled a minimum of four (4) feet in height and roll a minimum ten (10) feet, from the point of release from the Finalist's hand, in order to prevent the finalist from altering, affecting, influencing, or enhancing the random outcome of any roll. The contest administrator will designate the demarcation line that each die must cross during the roll attempt.
- Each die must be rolled in a way that does not allow the finalist to "set" the dice, alter or influence the random outcome of the roll;
- All dice must come to rest lying flat;
- All dice must land on and remain on the designated dice rolling surface;
- If any die comes in contact with another person or object (other than the dice roll surface or designated walls or backstop) for any reason; or if any person or object in any way interferes, alters, changes, influences or affects the random outcome of the roll, then the entire attempt is disqualified and the contestant may not receive another attempt.

If any of the following outcomes occur, that dice roll attempt is disqualified and the finalist will be granted a maximum of one re-roll attempt (the finalist must re-roll all (4) dice):

- If the Administrator deems that any die has failed to cross the dice roll demarcation line;
- If any die is leaning in any manner;
- If any die leaves the designated dice roll playing surface;

- If any finalist inadvertently drops a die as they are preparing to roll, and the dropped die does not meet the eligible dice roll requirements as stated in these Official Rules;
- If any decal or label comes off of the die.

In all circumstances, a finalist may have a maximum of one re-roll attempt. In the event of a second ineligible dice roll, their entire dice roll attempt and the finalist will be disqualified, regardless of the outcome of their roll.

In the event (i) all four (4) dice are properly rolled and show 4 Plaza Auto Mall Logos, from the point of release from the Finalist's hand without coming in contact with the any person, or any surface other than the ground, and would otherwise constitute a successful roll, and (ii) he/she is in compliance with the terms and conditions of these Official Rules, the Finalist(s) will be deemed a Grand Prize winner pending verification. The Finalists must be at the line demarcation specified by Sponsor when they throw the dice. If a Finalist throws the dice closer than the specified distance, he/she will be disqualified and will not receive another attempt to roll the dice.

The potential Grand Prize winner(s) 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. 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.

Grand Prize: 2014 Honda Civic (max value \$18,190.00) plus \$2,500.00 Cash for each of the other nine contestants. **In the event no finalists successfully roll the dice to show 4 Plaza Auto Mall Logos, the Grand Prize will not be awarded.** Winner is solely responsible for any expenses in connection with the prize acceptance and use not expressly described herein as being awarded including, without limitation, the following: (i) all income, federal, state or local taxes; Grand Prize winner will be issued an IRS Form 1099 reflecting the actual value of the prize. Grand Prize winner must have a valid U.S. driver's license issued in his/her state of residence Prize awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner(s) may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Winner(s) are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion. Grand Prize winner(s) will be issued an IRS Form 1099 reflecting the actual value of the prize.

Additional Rules & Restrictions: By participating in this Promotion, entrants agree to abide by and be bound by these Official Rules and the decisions of Administrator, which shall be final and binding in all matters relating to this Promotion. In the event the winner is found to be in violation of any of these Official Rules, he/she will be required to forfeit the prize or to reimburse the Administrator for the stated value of the prize if such violation is found after the prize has been used by winner. Acceptance of prize constitutes permission for Sponsor and its designees to use winner's name, city and state of residence and/or likeness for purposes of advertising and trade in any and all media now or hereafter known worldwide in perpetuity, without limitation or further compensation, notification or permission, unless prohibited by law. By participating, entrant further agrees to release and hold Released Parties harmless from and against any and all claims, damages and liability of any kind arising from or in connection with, in whole or in part, directly or indirectly, the acceptance, possession or use/misuse of the prize (including any injury or harm resulting from participation in the Finalist Event), participation in the Promotion or in any prize-related activities, or any travel or activity associated therewith and entrants assume all liability in connection therewith.

Choice of Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the substantive laws of the State of GA, USA.

Odds: The odds of winning the contest once selected as an official contestant are: 1:1296.

Winner's Name(s): For the name(s) of the winner(s), send a self-addressed, stamped envelope by 8/31/14 to: Plaza Auto Mall Dice Roll Promotion, Star Performance Marketing., 3650 Rogers Road #287, Wake Forest, NC 27587.

Sponsor/ Administrator: Star Performance Marketing Plaza Auto Mall, 3650 Rogers Road #287, Wake Forest, NC 27587