

UCONNECT® #CARLIFEBALANCE CONTEST

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

The Uconnect® #CarLifeBalance Contest ("Contest") is sponsored by FCA US LLC, 1000 Chrysler Drive, Auburn Hills, MI 48326-2766 ("Sponsor"). The Contest includes a bonus offer for the first one hundred (100) valid entrants, as described in Section 7.

- 1. CONTEST PERIOD:** The Contest starts on January 6, 2016 at 12:00 PM Eastern Time ("ET") and ends on January 31, 2016 at 11:59:59 P.M. ET ("Contest Period"). Sponsor's computer is the official Contest clock.
- 2. ELIGIBILITY:** This Contest is offered only to legal residents of the fifty (50) U.S. States and the District of Columbia who are eighteen (18) years or older at the time of entry. Employees of Sponsor, Contest administrator ("Administrator"), and each of their respective parent companies, subsidiaries and affiliates, distributors, dealerships and companies involved in the implementation and execution of the Contest (collectively "Contest Entities") and each of their respective immediate family members (i.e., spouse, parent, child, sibling and the "steps" of each) and persons living in the same household of each are not eligible to participate in the Contest. Void where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Contest.

- 3. HOW TO ENTER:** During the Contest Period, an eligible entrant must follow the steps below to receive one (1) Contest entry ("Entry"):
 - i. Sign into his/her Twitter account or sign into his/her Instagram account on the Instagram App (entrant may create a Twitter account if he/she does not already have one or download the Instagram App and/or create an Instagram account if he/she does not already have the Instagram App and/or an Instagram account);
 - ii. Become a follower of @Uconnect on Twitter or Instagram (if not already following @Uconnect);
 - iii. Compose a new Tweet or Instagram post including a description of and/or a photo or video demonstrating the entrant's Car. Life. Balance (*i.e., Showcase how or why Uconnect compliments your life to enable Car. Life. Balance. For example, Hands free conference call on the way to work.*);
 - iv. Tag @Uconnect; and
 - v. Include the hashtags "#CarLifeBalance" and "#Contest".

By entering the Contest and using the hashtags #CarLifeBalance and #Contest, entrant hereby agrees to be bound by the terms and conditions of these Official Rules. An entrant must have a non-private Twitter or Instagram account to enter the Contest and must be a follower of @Uconnect on the platform used for to enter until March 1, 2016 for winner notification purposes to be eligible to win/claim a prize. If an entrant does not have a non-private Twitter or Instagram account, he/she can create one at no cost by visiting www.twitter.com or by visiting www.instagram.com and downloading the Instagram App.

Please note that an entrant must agree to comply with the Twitter Terms of Service (<https://twitter.com/tos/>) and Privacy Policy (<https://twitter.com/privacy>) (if entering using Twitter) or the Instagram Terms of Use (<https://help.instagram.com/478745558852511>) and Privacy Policy (<https://help.instagram.com/155833707900388>) (if entering using Instagram) in order to participate in the Contest. If an entrant enters from his/her wireless phone, the entrant's wireless service provider may charge the entrant. Entrants should consult their wireless-service providers regarding their pricing plans. Message and data rates may apply. This Contest is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram.

Entry Requirements: All Entries must comply with the following restrictions:

- Entry must be an original work;
- Entry must be in English, except for commonly understood foreign words;
- Entry cannot have been published previously by any party other than the entrant;
- Entry must be suitable for publication (i.e., may not be obscene or indecent);
- Entry cannot prominently feature trademarks, logos or trade dress owned by any third party, or advertise or promote any brand or product of any kind, other than Sponsor's;
- Entry cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images);
- Entry cannot include the name, likeness, photograph, or other indicia identifying any person, living or dead, without permission from that person;
- Entry cannot be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group;
- Entry cannot promote illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- Entry cannot describe or depict any illegal activity or violation of any state or federal law;
- Entries must not include any personally identifiable information (full name, e-mail address, telephone number, etc.);
- Entries must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
 - gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
 - the use of prostitution, pornography, nudity, profanity or other adult content, or violence;
 - the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
- Entry must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way.

NOTE: If any Entry fails to comply with any of these Entry Requirements or any other provisions of these Official Rules, Sponsor and Administrator reserve the right to disqualify the entrant.

Any entrant who incorporates any intellectual property owned by a third party into his/her Entry does so at his/her own risk. Without in any way limiting, expanding or amending the terms and conditions residing on the any Contest-related website, which terms and conditions shall remain in full force and effect, if Sponsor is duly notified that any element of an entrant's Entry

infringes upon the rights of another person and/or receives a legally valid request to remove the affected Entry from any Contest-related website because of such infringement, such Entry may be disqualified from the Contest, as Sponsor may determine in its sole discretion. Further, no entrant will be eligible to receive a prize unless Sponsor determines, in its sole and absolute discretion, that such entrant's Entry has been or can be sufficiently cleared for legal purposes and such entrant eligibility is verified. Each person who enters this Contest represents and warrants as follows: (i) the Entry is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the Entry does not contain any computer virus (as applicable), is otherwise uncorrupted, is wholly original with entrant, and as of the date of submission, is not the subject of any actual or threatened litigation or claim; (iii) the Entry does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; and (iv) the Entry does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Contest Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

By submitting an Entry, entrant hereby grants permission for the Entry, including the entrant's Twitter and/or Instagram handle and public profile information, to be publicly posted, at Sponsor's sole discretion. Submitting an Entry entrant grants Sponsor a royalty-free, irrevocable, perpetual, nonexclusive license to use and display the Entry in whole or in part, for promotional or marketing purposes. The Contest Entities are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entries – all of which will be void. Sponsor reserves the right to disqualify any entrant and/or Entry in its sole and absolute discretion.

Limit: There is a limit of one (1) Entry per person per day during the Contest Period. Further, an entrant cannot submit the same Entry more than once. If more than one (1) Entry is received from the same person and/or Twitter/Instagram account in a single day, only the first Entry received may be considered valid. A "day" is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET on a calendar day during the Contest Period, except on January 6, 2016, when a day is defined as starting at 12:00 PM ET and ending at 11:59:59 PM ET. An entrant who attempts to enter more than the stated limit will be subject to disqualification from the Contest. If it is discovered or suspected that a person has attempted to enter or receive Entries using multiple Twitter/Instagram accounts or identities, all of that person's Entries may be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive and such prize may be forfeited, at the Sponsor's sole and absolute discretion.

- 4. WINNER SELECTION:** On or about February 1, 2016, all eligible Entries received in the Contest Period will be judged by a panel of qualified judges selected by the Administrator ("Administrator Judges"). The Administrator Judges will score the Entries according to the following weighted criteria: (i) Originality: 33%; (ii) Creativity: 33%; and (iii) Relevance to the Contest theme: 34% ("Judging Criteria"). The twenty-five (25) entrants whose Entries receives the highest scores ("Finalist Entries") will be judged by a different panel of qualified judges, selected by Sponsor ("Sponsor Judges"). The Sponsor Judges will score each of the Finalist Entries according to the above Judging Criteria. The entrant whose Entry receives the highest Sponsor Judges score will be the potential first prize winner. The entrant whose Entry receives the second highest Sponsor Judges score will be the potential second prize winner. The

entrant whose Entry receives the third highest Sponsor Judges score will be the potential third prize winner. All winners are potential winners pending verification of eligibility and compliance with the Official Rules. In the event of any ties, the Entry with the highest score in criterion (iii) will prevail. In the event there are still any ties, the tied Entries will be judged again and the Entry with the highest overall score will prevail. If any potential winner is found to be ineligible or does not comply with these Official Rules, he/she will be disqualified and the Entry with the next highest judges score will be named the potential winner. Administrator's, Judge's and Sponsor's decisions shall be final and binding in all matters pertaining to the judging and selection of the winners. In no event will there be more than one (1) first prize winner, one (1) second prize winner, and one (1) third prize winner.

5. PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):

A. First Prize (1): The first prize is one (1) Harman Kardon Sabre SB 35 Home Entertainment Soundbar, one (1) Harman Kardon Onyx Studio 2 Wireless Speaker System, one (1) Harman Kardon Esquire Mini – Wireless Portable Speaker, and one (1) set of Harman Kardon SOHO Wireless Headphones ("First Prize"). One (1) First Prize will be available in the Contest. The ARV of the First Prize is \$1,750.

B. Second Prize (1): The second prize is one (1) JBL Cinema SB350 Home Cinema Soundbar, one (1) JBL Charge 2+ Portable Speaker, and one (1) set of JBL Synchros S400BT Headphones ("Second Prize"). One (1) Second Prize will be available in the Contest. The ARV of the Second Prize is \$730.

C. Third Prize (1): The third prize is one (1) set of AKG K845BT Headphones, and one (1) set of JBL Synchros Reflect In-Ear Headphones ("Third Prize"). One (1) Third Prize will be available in the Contest. The ARV of the Third Prize is \$410.

D. Total ARV: The total ARV of all available prizes ("Prizes" or, individually, "Prize") in the Contest is \$2,890.

E. General: In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes by re-judging according to the Judging Criteria in Section 4. Limit of one (1) Prize per person/household. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a Prize of equal or greater value in case of unavailability of a Prize or force majeure.

6. HOW TO CLAIM A PRIZE: Potential winners are subject to verification of eligibility and compliance with these Official Rules. Potential winners will be notified by message on the Entry platform after the judging is complete with instructions on how to claim the Prize. First and Second Prize winners will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Failure to provide all required information and a signature on the documents within the stated time period may result in forfeiture of winner's right to claim a Prize, and may result in the Prize being awarded to an alternate winner, if time permits. Upon verification of

eligibility, each Prize will be mailed to the winner at the physical address (P.O. Boxes are not permitted) provided during winner verification. The Contest Entities shall not be held responsible for any delays in awarding a Prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or any winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, or if a potential winner does not answer the initial notification, the Prize may be forfeited. If a Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected using the winner selection process set forth in Section 4 of these Official Rules, time permitting. Prizes are not transferable and include only the items specifically listed as part of each Prize. Any portion of Prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Prize won. Approximate retail values are as of the time these Official Rules were printed and the value of a Prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Each Prize will only be awarded to a verified winner. Allow approximately 6 – 8 weeks from the end of the Contest Period for delivery.

If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize will not be re-awarded. THE FIRST AND SECOND PRIZE WINNER WILL EACH BE ISSUED A FORM 1099 FOR TAX PURPOSES AND MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER OR TAXPAYER ID NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF EACH WINNER.

7. **BONUS OFFER (100):** Each of the first one hundred (100) entrants to submit a valid Entry will receive one (1) set of JBL In-Ear Headphones ("Offer Item"). An Entry is not considered valid until confirmed as valid by Sponsor and/or Administrator, in Sponsor's/Administrator's sole discretion. Limit one (1) Offer Item per person. No more than one hundred (100) Offer Items will be awarded. The ARV of each Offer Item is \$39.95. Offer Items are only available while supplies last.
8. **LIMITATION OF LIABILITY:** By participating in this Contest, entrants agree that the Contest Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail notifications, telephone calls, or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Contest; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Contest and/or accepting a Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with,

incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Contest Entities are not responsible for any undelivered telephone calls, messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Contest related e-mail to a spam or junk folder.

By entering the Contest, each entrant agrees: (i) to be bound by these Official Rules, including Entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Contest, including, but not limited to, any Contest-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Contest is not capable of running as planned, or the integrity and or feasibility of the Contest is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor reserves the right, at its sole discretion, to abbreviate, cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable, including the selection of winners from among eligible Entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible Entries are received. If Sponsor, in its discretion, elects to alter this Contest as a result of a Force Majeure event, a notice will be posted at uconnect.prizelogic.com.

Without limiting the foregoing, everything regarding this Contest, including the Prizes, 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.

- 10. DISPUTES:** Except where prohibited, entrant agrees: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments

and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, 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 Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan. Entrants agree the statute of limitations for asserting any claims shall be a period of one (1) year from the time the cause of action accrued, or the cause of action shall be forever barred.

- 11. PRIVACY POLICY:** Any personally identifiable information collected during an entrant's participation in the Contest will be collected by Sponsor or its designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in Sponsor's privacy policy at <http://www.fcagroup.com/en-US/footer/Pages/privacy.aspx>.
- 12. PUBLICITY RIGHTS:** By participating in the Contest and/or accepting a Prize, each entrant agrees to allow Sponsor and Sponsor's designee the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for Contest, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to television, radio, and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 13. RELEASE:** By participating in the Contest, each entrant releases and agrees to indemnify and hold harmless Contest Entities, from and against any and all costs, claims, damages, or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Contest, acceptance or usage of a Prize, or arising out of participation in any Contest or Prize related activity, whether hosted by Sponsor or a third party.
- 14. MISCELLANEOUS:** This Contest is subject to all federal, state and local laws and regulations. Winning a Prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Contest other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. Sponsor reserves the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Contest will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S)**

RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

In the event of a dispute as to the identity of an entrant, the Entry will be declared made by the primary account holder of the e-mail account associated with the Twitter/Instagram account used to enter the Contest. Potential winners may be required to show proof of being the primary account holder. The “primary account holder” is the natural person listed as the primary owner of the e-mail address by an e-mail service provided. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Contest details contained in these Official Rules and the Contest details contained in any Contest promotional materials (including, but not limited to, point of sale, television and print advertising, or any other promotional media), the details of the Contest as set forth in these Official Rules shall prevail.

- 11. WINNERS LIST:** To obtain a list of Winners, send a properly stamped self-addressed business sized envelope to: Uconnect #CarLifeBalance Contest – Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by March 31, 2016.

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