

**North Georgia Honda Dealers  
“Take Your Pick” Sweepstakes  
OFFICIAL RULES**

The following Sweepstakes is intended for play in the United States only, and shall only be construed and evaluated according to U.S. law. Do not enter this Sweepstakes if you are not located in the U.S. at the time of entry.

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.** The “Take Your Pick” Sweepstakes is open and offered only to legal residents of the state of Georgia, who are 18 years of age and older as of the Sweepstakes Start Date. The Sweepstakes will begin on January 19, 2011 and end on February 28, 2011 (“the Promotional Period”). All entries have an equal chance of winning. Employees and their immediate families (parent, child, sibling or spouse) and/or household members of any North Georgia Honda Dealers (“Sponsor”), its respective parents, subsidiaries, affiliates, distributors, sales representatives, advertising and promotional agencies and any other persons or entities associated with this promotion (“Released Parties”) are ineligible to enter or win. By participating, you agree to abide by and be bound by these Official Rules. Void in Puerto Rico and where prohibited by law.

**HOW TO ENTER:** During the Promotional Period, eligible participants can enter the Sweepstakes by visiting any of the sixteen (16) participating Honda dealerships in the Atlanta metro area. At the dealership, participants will be instructed to complete the Sweepstakes registration form and deposit it into the designated drop box. On the Sweepstakes registration form, entrants will be asked to provide their first name, last name, complete mailing address, city, state, zip code, daytime telephone number, e-mail address, and the dealership where they are entering the Promotion. All information must be completed in the information fields in order for an entry to be eligible for the Grand Prize drawing. Limit one (1) entry per person per address (mailing or email). All entries must be received by the close of business on February 28, 2011. The Sponsor is not responsible for lost, late, incomplete, illegible, stolen, misdirected, delayed or destroyed entries. Incomplete information may result in disqualification of entry. Entries become property of Sponsor and will not be acknowledged or returned.

**Official Rules Available at:** [www.nghonda.com](http://www.nghonda.com) , or by mail as defined below.

**DRAWING AND NOTIFICATION:** The Grand Prize winner will be selected in a random drawing from among all eligible entries received, to be conducted on or about March 15, 2011, by the Alliance Sweepstakes Services (“the Administrator”) an independent judging organization, whose decisions are final and binding in all matters relating to this Sweepstakes. The Grand Prize winner will be contacted by telephone and will receive a USPS mail package of prize confirmation.

**GRAND PRIZE: One (1) Grand Prize winner**, upon confirmation of eligibility, will receive a 2011 Honda Civic (DX-VP model). The automobile has and Approximate Retail Value (“ARV”) of \$18,105. The Grand Prize winner also has the option of accepting a \$12,675 cash award (70% cash option) in lieu of the aforementioned prize. In addition, the Grand Prize winner will

participate in a chance-based envelope game to determine if he/she will win a \$100,000 Cash Award. The Grand Prize winner will be invited to select and remove two (2) envelopes from fifteen (15) sealed envelopes. Two (2) of the fifteen (15) envelopes contain a certificate for the \$100,000. The winner must select both winning envelopes in order to win the \$100,000 cash award. The winning envelopes will be revealed if not selected by the winner. Should the winner select the correct two envelopes, the original (chosen) prize will be forfeited.

Should the Grand Prize winner select the automobile over the cash alternative:

The winner must be a licensed driver and must present proof of insurance satisfactory to Sponsor prior to taking possession of the Vehicle. Vehicle color and other specifics are to be selected by Sponsor in its sole discretion. Any additional features, options or upgrades are not included in the prize and will be allowed only if permitted by delivery dealer and if paid for by the Grand Prize winner. Actual Vehicle and specifications are based upon dealer inventory. Sponsor does not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, merchantability, fitness for purpose or mechanical condition. The Grand Prize winner will be responsible for all title, license, insurance and registration fees required in claiming, registering or using the Vehicle as well as any taxes that may be applicable.

By accepting either prize, the Grand Prize winner agrees to release the Sponsor, the Released Parties, and prize suppliers from any and all liability whatsoever for any injuries, losses, or damages of any kind caused by entering the promotion or for damages of any kind caused by any prize or resulting from acceptance, possession, or use/misuse of prize awarded. All local, state and federal taxes are the sole responsibility of winner. No substitution or transfer of prize will be permitted. The Sponsor reserves the right at its sole discretion to substitute any prize package with another prize of equal or greater value in the event that the prize (or any component thereof) is not available. Odds of winning will depend on the total number of eligible entries received.

**PRIZE CONDITIONS:** The Grand Prize Winner will be required to sign an Affidavit of Eligibility and Liability/Publicity Release to be returned within ten (10) days of written notification, or prize may be forfeited and an alternate winner selected. If a prize or prize notification is returned as unclaimed or undeliverable to a potential winner, if potential winner cannot be reached within three (3) calendar days from the first notification attempt, or if potential winner fails to return requisite document within the specified time period, or if a potential winner is not in compliance with these Official Rules, such then such person shall be disqualified and an alternate winner will be selected for the prize at issue. All taxes, if applicable, are the sole responsibility of the winner. The winner's entry, and acceptance of the prize, offered constitutes permission (except where prohibited) for the Sponsor to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media, in perpetuity, without notice or further compensation.

**GENERAL:** By accepting the Grand Prize, where permitted by law, Winner grants to the Sponsor, its respective parents, subsidiaries and related companies, and those acting pursuant to the authority of Sponsor (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the Winner's full name, portrait, picture, voice, likeness and/or biographical information for

advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL SPONSOR, ITS RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, DEALERS, DISTRIBUTORS, SUPPLIERS, PRIZE PROVIDER AND THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES. By participating, entrants release and agree to hold harmless the Sponsor, its respective parents, affiliates, subsidiaries, advertising and promotion agencies, dealers, distributors, suppliers, Prize provider and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). Winner acknowledges that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize.

**DISPUTES:** Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Georgia. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of 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.

**WINNERS LIST REQUEST:** To request confirmation of the name and address of the Grand Prize winner, please send a self-addressed, stamped business size envelope, by April 28, 2011, to: ASC/Honda "Take Your Pick" Sweepstakes Winners List Request, 300 State St., Suite 402, Rochester, NY 14614.

**OFFICIAL RULES REQUEST BY MAIL:** For your own copy of the Official Rules, send a self-addressed stamped envelope to ASC/Honda "Take Your Pick" Sweepstakes Official Rules Request, 300 State St., Suite 402, Rochester, NY 14614, for receipt by February 28, 2011.

**SPONSOR:** North Georgia Honda Dealers, 225 Peachtree Street, NE Suite 600, Atlanta, GA 30303-1728