

Belle Tire 2010 Flatrock Speedway Season Passes Contest

How to Enter:

- (a) Consumers can enter to win by texting the word Monroe to 90392
- (b) Belle Tire is not responsible for late, lost, stolen, misdirected, misaddressed, incomplete or illegible entries. Entry materials that have been tampered with or altered are void. If the judges determine, in their sole discretion, that there is any suspected or actual electronic tampering with the Contest or if technical difficulties compromise the integrity of the Contest, the judges reserve the right to void the entries at issue and/or terminate the Contest and conduct a random drawing to award the prize among all eligible entries received as of the termination date. If the Contest is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at www.belletire.com. If, for any reason, the Contest is not capable of running as planned, including tampering, unauthorized intervention, fraud or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to disqualify any entrant that tampers with the operation of the Contest or website or violates the Official Rules of the Contest. Belle is not liable, directly or indirectly, to anyone for any loss or damage arising from the texting to 90392 or Belle Tire.

By entering the Contest, you agree to Belle Tire's Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy

- (c) Odds of winning depend on number of eligible entries received.
- (d) Making a purchase does not increase the odds of winning.

2. Eligibility Restrictions:

- (a) The contest is open to Michigan & Ohio residents who are 16 years of age or older. Employees of Belle Tire and their affiliates, subsidiaries and advertising agencies and their immediate family members or persons living in the same household are ineligible to participate or win.
- (b) Consumers are eligible to win a Belle Tire contest only once every sixty days. Only one winner per household is permitted in any contest. Viewers are eligible to win a prize valued at \$600.00 or more only once every six months.

3. Prize: Two 2010 Flatrock Speedway season passes. No cash value. Prize may not be substituted.

4. Selection of Winners:

- (a) Decisions winner of the contest are final.
- (b) Winner will be notified by phone or text.
- (c) Winner is will randomly be selected.

(d) Winner will be drawn April 2, 2010.

5. Conditions:

(a) Payment of all federal, state and local taxes are the sole responsibility of the winner and winners may receive an IRS Form 1099 or equivalent from Belle Tire.

(b) By participating in the contest, the winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest, and to sign a publicity release, affidavit of eligibility and release of liability prior to acceptance of the prize. By accepting the prize, each winner grants to Station the right to use the winner's name, voice, picture and/or likeness for purposes of advertising and publicity in any and all media now known or hereafter invented, without further permission or additional compensation (except where prohibited by law). All expenses on receipt and use of prize are the sole responsibility of winner. Winners, by acceptance of their prizes, agree to release Belle Tire, their respective parents and subsidiaries, and their respective advertising, promotion and production agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to any prize-related activity.

6. Belle Tire reserves the right to make changes in the rules of the contest which will become effective upon announcement.

7. No purchase necessary. The contest is void where prohibited by law.

8. Failure to comply with the contest rules may result in a contestant's disqualification.

9. To obtain a copy of the official rules and/or the winner, please write by April 5, 2010 to:

Belle Tire/Monroe Text campaign
1000 Enterprise Drive
Allen Park, MI 48101