

BELLE TIRE DISTRIBUTORS, 2011 BELLE TIRE BLAST CONTEST

Official Contest Rules: NO PURCHASE NECESSARY. CONTEST IS VOID WHERE PROHIBITED. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

HOW TO ENTER

a. The Belle Tire Blast Contest ("Contest") will begin on March 21, 2011 on or about 12:00 am and end on September 11, 2011 on or about 5:30 pm.

b. Contestants may enter the Contest via the following methods:

1. Contestants may go to www.belletire.com/contests_belletireblast.aspx to enter. Entries must be received by no later than 5:30 pm on September 11, 2011. Belle Tire is not responsible for lost, illegible, incomplete or late entries.

Or

2. Contestants may send a 3"x5" postcard with their first and last name, complete address, city, state, zip code, daytime phone number and date of birth to: Belle Tire Distributors, Blast Contest, 1000 Enterprise Dr, Allen Park, MI 48101. Post cards must be received by no later than 5:30 pm on September 11, 2011. Belle Tire is not responsible for lost, stolen, mutilated, misdelivered, postage due, illegible, incomplete or late entries.

c. Limit one (1) entry per person, per household regardless of method of entry.

ELIGIBILITY RESTRICTIONS

a. The Contest is open to all Michigan residents 18 years of age or older at the time of entry. Employees of Belle Tire, its wholesalers and individual retail licensees, FOX Sports Detroit, WXYT, the Detroit Tigers, their licensee, their corporate parents, subsidiaries and affiliates, their advertising agencies, participating sponsors/promotional partners, and the members of their immediate families are not eligible to participate or win.

b. Contestants are eligible to win a Belle Tire contest or sweepstakes only once every sixty (60) days and a prize valued at \$600.00 or more only once every six (6) months.

c. Only one (1) winner per household is permitted in any contest.

GRAND PRIZE

a. If a Detroit Tiger player hits the Belle Tire sign in right field at Comerica Park the contestant will win a Set of 4 Goodyear Tires, select Tiger merchandise, family four pack of tickets to a future Tiger home game, HD car connect radio Directet Electronics Model #DMHD-1000, and gift certificate for an Amsoil Oil Change at Belle Tire. The winner(s) is determined by the Detroit Tiger's game announcer the day of the game. The Approximate Retail Value ("ARV") of the Grand Prize is: \$750.

b. The winner will be notified by Belle Tire. All prizes or prize certificates will be mailed via Federal Express. In the event that a prize or prize certificate is mailed to the winner, it will

be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. Belle Tire and its partners are not responsible for the safe arrival of a prize or prize certificate.

c. If Qualifier is deemed ineligible, he/she will be disqualified from participating in the contest, and another qualifier will be randomly selected in his/her place.

d. There is no substitution, transfer, or cash equivalent for prizes, except that Sponsor may, at its sole discretion, substitute prizes of comparable value or cash.

The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.

SELECTION OF WINNERS

a. Decisions of Belle Tire with respect to the contest are final.

b. Beginning April 6, 2011 and on each subsequent Detroit Tigers home baseball game throughout the duration of the contest, one (1) qualifier will be randomly selected from all eligible entries received at the time of the drawing. The selected Qualifier will be eligible to win a prize based if a Detroit Tigers player hits the ball into the right field Belle Tire Blast Contest sign (the "Game").

c. If a Detroit Tiger player hits the Belle Tire Blast Contest sign the contestant will win a Set of 4 Goodyear Tires, select Tiger merchandise, family four pack of tickets to a future Tiger home game, HD car connect radio Directet Electronics Model #DMHD-1000, and Amsoil oil change gift certificate.

d. If a Tigers player fails to hit the Belle Tire sign on the fly, no prize will be awarded to the Qualifier. NO Prize is awarded if a Tigers player fails the terms.

e. Prize redemption, claim expiration date, terms and conditions under which prizes are awarded are established by participating sponsors. Winner must agree to satisfy all conditions and terms of prize established by sponsor before prize will be awarded.

f. Odds of qualifying depend on the number of eligible entries received during contest period.

g. Winning qualifiers will be notified by telephone. The Qualifier will be notified by 5pm 48 hours following the game. They will be notified by a phone call within 48 hours of winning. If contact cannot be made by 8:00 pm 4 days after the game, Belle Tire reserves the right to randomly select another contestant from among all remaining eligible entries.

h. Winners must agree to satisfy all conditions and terms of prize established by the contest sponsors and sign a release before prize will be awarded.

CONDITIONS

a. Payments of all Federal, state, and local taxes are solely the responsibility of the winners. The winners may be required to sign an IRS Form W-9 or the equivalent.

b. By participating in the Contest, the winner agrees to allow their name, voice or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of their prize.

c. Prior to awarding any prize or prize certificate, Belle Tire, in their sole discretion, may require contest winners (and their guests, if any) to sign a liability release, agreeing to hold Belle Tire, their corporate licensee, parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents, FOX Sports Detroit, the Detroit Tigers and WXYT and representatives of each of them harmless against any and all employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest.

d. Belle Tire reserves the right to make changes in the rules of the contest, including the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Belle Tire, any Tigers baseball game is delayed, rescheduled, postponed or cancelled Belle Tire has the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.

e. Belle Tire, in their sole discretion, reserves the right to disqualify a person tampering with the entry process, or who is otherwise in violation of the rules. Belle Tire further reserves the right to cancel, terminate or modify the contest if it is not capable of completion as planned, including but not limited to tampering, unauthorized intervention or technical failures of any sort.

f. Belle Tire, FOX Sports Detroit, the Detroit Tigers and WXYT are not responsible for typographical or other errors in the printing, the offering or the administration of the contest or in the announcement of a prize.

g. A complete copy of the Belle Tire Blast Contest rules and a list of winners (when complete) are available at www.belletire.com/contests_BelleTireBlast.aspx.