

PIRELLI WIN A TRIP TO THE AMALFI COAST, ITALY SWEEPSTAKES OFFICIAL RULES

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

Eligibility: The Win a Trip to the Amalfi Coast, Italy Sweepstakes Promotion (the "Sweepstakes") is open only to legal residents of the Fifty (50) United States, the District of Columbia and Puerto Rico who are at least eighteen (18) years old or of legal age of majority in his/her jurisdiction of residence at the time of entry. Officers, directors, members, and employees of Pirelli Tire LLC ("Sponsor") or its affiliates, subsidiaries, advertising and promotion agencies, or any other party associated with the development or administration of this Sweepstakes promotion, as well as the immediate family (i.e., parents, children, siblings, spouses) and persons residing in the same household of such above individuals, are not eligible to enter or win. Void where prohibited.

Timing: The Sweepstakes begins on March 13, 2015 at 8:00 a.m. Eastern Time ("ET") and ends on May 25, 2015 at 11:59 p.m. ET (the "Sweepstakes Period"). Entries must be submitted within the Sweepstakes Period, by 11:59 p.m. ET on May 25, 2015.

How to Enter: Go online during the Sweepstakes Period at www.US.Pirelli.com/promotions (the "Website"), and follow the instructions to complete the online registration form, including all requested information to receive one (1) entry into the Sweepstakes; Or purchase a select set of four (4) Pirelli tires as more fully described in the Pirelli \$60 Rebate Promotion, and properly complete and mail in the rebate request form to receive one (1) automatic entry into the Sweepstakes. To qualify for automatic entry, the underlying rebate submission must be hand-printed, contain all required information, and be in compliance with the terms of the applicable Rebate Promotion, must otherwise be a valid submission under the Rebate Promotion, and must be postmarked no later than May 25, 2015. All entries and information contained within become the exclusive property of Sponsor and will not be acknowledged or returned. Entry is limited to one (1) per household/address, regardless of method of entry. In the event of a dispute over an electronic entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. Entries generated by script, macro or other automated or mechanical means or means which subvert the entry process will be void.

Drawing and Prizes: On or about May 31, 2015, one (1) potential Grand Prize winner will be selected from among all eligible entries received, by a random drawing conducted by an independent judging organization ("Administrator"). The Administrator's decisions are final. One Grand Prize will be awarded, consisting of a trip for winner and one (1) guest to the Amalfi Coast, Italy. Trip must be booked by June 15, 2015, and completed by December 31, 2015. Trip includes coach class, round-trip air transportation from the major U.S. international airport nearest to the winner's residence to Naples, Italy; four (4) days and three (3) nights in a hotel at the Amalfi Coast, Italy, single room, double occupancy. Approximate retail value of the Grand Prize is \$5,000. Actual value of trip prize may vary based on point of departure. Any difference between stated value and actual value will not be awarded. Sponsor is not liable for any expenses incurred as a consequence of any blackout days or other travel restrictions, flight cancellation or delay or airline issues that prevent the prize winner from traveling. Winner and guest must travel together on the same itinerary and are responsible for obtaining all required travel documents, passports and/or visas prior to travel. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless the child or legal ward of winner and must sign a liability/publicity release prior to issuance of travel documents. If guest is a child or legal ward of winner, winner must sign and return release on behalf of such child or legal ward. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. All other costs associated with use and acceptance of the prize, such as ground transportation, meals, souvenirs, gratuities and other travel expenses not specified herein as being provided, are not included in the prize and are the sole responsibility of the winner. Winner is responsible for all federal, state and local taxes on prize awarded. Prize is non-transferable and no substitution or cash alternative will be made. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Odds of winning the Grand Prize depend on the number of eligible entries received during the Sweepstakes Period.

Verification of Potential Winner: Administrator will randomly select the potential winners from all eligible entries received during the Sweepstakes Period. Winning a prize is contingent upon fulfilling all requirements set forth herein. Potential winner and travel guest will be required to sign and return an Affidavit of Eligibility/Compliance and a Publicity/Liability Release. Failure to sign and return such requested documents by the return date specified in the Prize notification will result in forfeiture of the Prize and selection of an alternate potential winner. Prize winner will be issued a Form 1099 in the amount of the Approximate Retail Value of the Prize. A potential winner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements.

Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its representative or agents' use of winner's name, likeness, photograph, voice, opinions, biographical data and/or contact information for promotional and other internal or external marketing purposes in any media, worldwide, without further compensation.

Release: By participating in the Sweepstakes, each entrant agrees to release and hold harmless Pirelli Tire LLC, and its parent company, subsidiaries, affiliates, suppliers, distributors, advertising/Sweepstakes agencies, Administrator, and each of their respective officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of the prize.

General Conditions: Participation in the Sweepstakes promotion constitutes entrant's full and unconditional agreement to these Official Rules, which are final and binding in all matters related to the Sweepstakes. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to technical failures mentioned above, fire, flood, earthquake, explosion, labor dispute or strike, act of God, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. By entering the Sweepstakes, each entrant will be sharing his/her personal information with Sponsor. By entering, each entrant agrees to Sponsor's use of entrant's personal information as described herein and in Sponsor's Privacy Policy found on the Website.

Limitations of Liability: The Released Parties are not responsible for: (1) lost, late, stolen, misdirected, damaged, illegible, incomplete, garbled, undelivered or postage-due entries; (2) any fraud, technical problems, failures, malfunctions, or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmissions or any combination thereof; (3) any damage to any participant's computer system/software related to or resulting from participation or activity connected with this Sweepstakes; (4) any incorrect or inaccurate information or any other factor beyond Sponsor's control which impairs the integrity or proper functioning of the Sweepstakes as determined by Sponsor in its sole discretion.

Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Georgia or the appropriate Georgia State Court located in Floyd County, Georgia; (2) under no circumstances will entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim attorneys' fees, 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 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.

Sweepstakes Results: The name of the winner will be posted on the Website after June 7, 2015.

SPONSOR: Pirelli Tire LLC, 100 Pirelli Dr., Rome, GA 30161

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