2012 NEIGHBORHOOD FORD STORE’S TOUGHEST TRUCK, TOUGHEST TEAM SWEEPSTAKES
OFFICIAL RULES

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

ELIGIBILITY: The 2012 Neighborhood Ford Store’s Toughest Truck, Toughest Team Sweepstakes (the “Promotion”) is open only to legal residents of the States of Pennsylvania, West Virginia, Ohio and Maryland of these counties only (for the Grand Prize): Pennsylvania (Allegheny, Armstrong, Beaver, Bedford, Blair, Butler, Cambria, Centre, Clarion, Clearfield, Elk, Fayette, Greene, Huntingdon, Indiana, Lawrence, Mercer, Somerset, Venango, Washington and Westmoreland), West Virginia (Brooke, Harrison, Lewis, Marion, Marshall, Monogalia, Ohio, Pleasants, Preston, Randolph, Taylor, Tyler, Upshur, Wetzel, Wood), Ohio (Belmont, Columbiana, Jefferson, Monroe, Washington), Maryland (Allegany, Garrett) who are 18 years of age or older as of date of entry (“Entrant”) and have a valid driver’s license. Employees, directors and officers and their immediate families (spouses and siblings, parents and children and their spouses) and household members of the Pittsburgh District Ford Ads (“Sponsor”), Ford Motor Company, Team Detroit, Retail First, Pittsburgh Steelers Sports LLC, the National Football League and their respective parent companies, subsidiaries and affiliates and companies involved in the implementation and execution of the Promotion (collectively the “Promotion Entities”) are not eligible. Promotion is void outside of Pennsylvania, West Virginia, Ohio and Maryland and where prohibited by law.

TIMING: The Promotion begins at 12:00 AM Eastern Time (“ET”) on 7/27/12 and ends at 11:59 PM ET on 12/14/12 (the “Promotion Period”). Administrator’s computer is the official time keeping device for the Promotion.

SPONSOR: Pittsburgh District Ford Ads, 113 Hugh Black Road, Greensburg, PA 15601.

ADMINISTRATORS: Pittsburgh Steelers LLC, 100 Art Rooney Avenue, Pittsburgh, PA 15212 and Team Detroit/Retail First, 113 Hugh Black Road, Greensburg, PA 15601.

AGREEMENT TO THE OFFICIAL RULES: By participating in the Promotion, each participant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and the Administrators, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

HOW TO ENTER: There is one (1) way to register to play the Game – 1) Via Web: Visit http://www.steelers.com/WinAFordTruck (the “website”) during the Promotion Period, fill out the necessary information and submit as directed (“Web Registration”) ALL REGISTRATIONS MUST BE SUBMITTED BY 11:59 EST on 12/14/12. Entrants are responsible for all charges imposed by their Internet service/provider, including any applicable taxes on such services, in connection with submission of registration. Entrants must fully complete and submit all non-optional data requested on the online entry form to be eligible. Incomplete entries are void. Online Entrants to the Promotion may be given the option to receive commercial emails and
brochures from Sponsor, Steelers.com and NFL.com; however; eligibility to participate in the Promotion is not dependent upon Entrant’s consent to receive such emails or brochures. When you register you will receive one (1) entry into the Promotion. Registration is free. **Limit: One entry per person, per household, per email address during the Promotion Period.** Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant’s entries and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or player. The “authorized account holder” is the natural person assigned an email address by an internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Sponsor and will not be returned. Sponsor reserves the right to contact Entrants and all other individuals whose email address is submitted as part of this Promotion.

**RANDOM DRAWING:** One (1) Grand Prize winner will be selected in a random drawing on or about 12/17/12 from among all eligible online entries received. Decisions of judges are final. Grand Prize winner will be notified by phone and are subject to verification of eligibility and compliance with the terms of these rules. Grand Prize winner will be required to travel to Heinz Field (the “Stadium”) at their own expense and be willing to participate in an on-field pre-game presentation on 12/30/12 at 1:00 PM ET, hereinafter, the “Game.” Odds of winning are dependent upon the number of eligible online entries received. Any entry that occurs after the system has failed for any reason is deemed defective and is void and will not be honored.

**VERIFICATION OF POTENTIAL WINNERS:** Potential winners must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winners may be required to provide the Sponsor or Administrator with documentation that shows he or she was an eligible participant. This includes but is not limited to providing the Administrator with one or more of the following at the Administrator’s sole discretion: proof of driver’s license, car insurance, age and home address.

**GRAND PRIZE:** One (1) Grand Prize winner (the “Grand Prize Winner”) will receive a 2012 Ford F-150 XLT SuperCrew with standard features and Official Truck of the Pittsburgh Steelers wrap (the “Truck”) and four (4) tickets (the “Tickets”) to the 12/30/12 Pittsburgh Steelers 1:00 pm Home Game. The Truck will be available for pick up from a Ford dealership chosen by the Sponsor at its sole discretion. Transportation to the dealership is the sole responsibility of the winner. The Grand Prize Winner will be solely responsible for any applicable registration (including state sales or like tax), license, title and insurance fees, and any expenses not listed herein related to receipt possession acceptance and use of the Truck. Any difference between the stated MSRP and the actual value of the vehicle will not be awarded. The actual style, model, make color, design and features of the Truck may vary from any depictions of it in the promotion materials. The Sponsors will determine the style, model, make, color, design and features including but not limited to exterior and interior. Prize vehicle will be used as a display vehicle for events regarding the Promotion. Normal wear and tear of
driving, including mileage under 6,000 miles, will exist. The Grand Prize Winner will be the first retail owner of the vehicle, and the vehicle will remain untitled until the winner receives the prize as required by the new vehicle laws of Pennsylvania, West Virginia, Ohio and/or Maryland. The Grand Prize Winner must show a valid driver’s license and proof of insurance before the Truck will be awarded. Approximate Retail Value of the Truck is up to $40,000. The Grand Prize Winner is solely responsible for all federal, state and local income taxes based on the value of the Truck. Value of the Tickets will not exceed a Total Average Retail Value of $100 each. Any difference between the stated value and the actual face value of the Tickets or Truck will not be awarded.

GENERAL PRIZE RESTRICTIONS: Prizes may not be transferred or assigned. No cash or other substitution may be made, except by Sponsor, who reserves the right to substitute the prize in whole or in part with another prize of comparable or greater value if the intended prize is not available for any reason as determined by the Sponsor in its sole discretion. The Grand Prize Winner will be responsible for all expenses not specified relating to acceptance and use of a prize and for all applicable taxes (including but not limited to federal, state, local and/or income). Odds of winning a prize depends on the number of eligible Entrants divided by the number of prizes available. In the event that a potential winner of a prize is disqualified for any reason, that prize will be awarded at the Sponsor’s discretion.

ENTRY CONDITIONS AND RELEASE: By entering, each participant agrees to: a) comply with and be bound by these Official Rules and the decisions of the Administrator and/or the Promotion judges which are binding and final in all matters relating to the Promotion; b) release and hold harmless the Sponsor and Administrators and each of their respective parent, subsidiary, and affiliated companies, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Promotion, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the “Released Parties”) from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property; including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory); defamation; slander; libel; violation of right of publicity; infringement of trademark, copyright or other intellectual property rights; property damage, or death or personal injury arising out of or relating to a participant’s entry; participation in the Promotion; acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and c) indemnify, defend and hold harmless the Sponsors and the Administrator from and against any and all claims, expenses, and liabilities (including reasonable attorney’s fees) arising out of or relating to an Entrant’s participation in the Promotion and/or Entrant’s acceptance, use or misuse of prize. Winner is responsible for all taxes on value of prize including sales tax, federal/state income tax, as well as for all insurance, license, maintenance and other operational expenses on the Truck.

PUBLICITY: Except where prohibited, participation in the Promotion constitutes the Grand Prize Winner’s consent to Sponsor’s, Administrators’ and their agents’ use of winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotion purposes in any media, worldwide, without further payment or consideration.
GENERAL CONDITIONS: Administrators reserve the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Administrators’ reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Administrators in their sole discretion. Administrators reserve the right in their sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Administrators reserve the right to seek damages from any such person to the fullest extent permitted by law. Administrators’ failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by Entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Promotion; (d) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant’s participation in the Promotion or receipt or use or misuse of any prize. If for any reason an Entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant’s sole remedy is another entry in the Promotion play, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

DISPUTES: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the state and Federal courts located in Allegheny County, Pennsylvania; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys’ fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Promotion, shall be governed by, and construed in accordance with, the laws of the Commonwealth.
of Pennsylvania, without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania.

ENTRANT’S PERSONAL INFORMATION: Information collected from Entrants is subject to Neighborhood Ford Store Privacy Policy (http://neighborhoodfordstore.com/Privacy) and Pittsburgh Steelers LLC’s Privacy Policy (http://www.steelers.com/footer/privacy-policy.html).

WINNERS: For Promotion results and/or copy of these Official Rules, send a hand-printed, self-addressed, stamped envelope to 2012 Ford’s Toughest Truck, Toughest Team Sweepstakes c/o Team Detroit/RetailFirst, 113 Hugh Black Road, Greensburg, PA 15601. Requests for the winner list must be received by 2/1/13.