

OFFICIAL RULES HYUNDAI BRAVE FOR A DAY SWEEPSTAKES

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

ELIGIBILITY: THE *HYUNDAI BRAVE FOR A DAY SWEEPSTAKES* (THE "SWEEPSTAKES") IS OPEN ONLY TO LEGAL RESIDENTS OF ALABAMA, GEORGIA, FLORIDA, SOUTH CAROLINA, AND TENNESSEE WHO, AT THE TIME OF ENTRY, ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AND HAVE REACHED THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Greater Atlanta Hyundai Dealer Advertising Association ("Sponsor"), participating Hyundai dealerships, Synergy Marketing Partners ("Administrator"), INNOCEAN Worldwide, LLC, Atlanta Braves, LLC, the other MLB Entities*, and their respective parents, affiliates, subsidiaries, dealerships, distributors, and their advertising and promotion agencies (collectively, the "Released Parties") and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

*The "MLB Entities" shall mean the Office of the Commissioner of Baseball ("BOC"), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. ("MLB.com"), Major League Baseball Enterprises, Inc., Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs ("Clubs"), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities. This Sweepstakes is in no way sponsored, endorsed, or administered by any MLB entity.

AGREEMENT TO THE OFFICIAL RULES: By participating, Entrants agree to be bound by these Official Rules and the decisions of the Administrator, which are binding and final on matters relating to this Sweepstakes. This Sweepstakes is subject to all applicable federal, state, and local laws. Winning the Prize is contingent upon fulfilling all requirements set forth herein.

TIMING: The Sweepstakes begins on August 10, 2017, at 10:00 A.M. Eastern Standard Time ("EST") and ends on September 25, 2017, at 11:59 P.M. EST (the "Promotional Period").

TO ENTER: Visit the one of the participating Hyundai Dealerships (listed in the chart below) during the Promotional Period and during regular posted dealer hours to complete an Official Entry Form (available while supplies last) by providing the requested information ("Entry") and submit as directed. ENTRIES MUST BE RECEIVED BY SEPTEMBER 25, 2017, BY 11:59 P.M. EST. There is no purchase or fee required to enter. There will be sixteen (16) Sweepstakes Prize Winners to be determined by random drawing from all eligible Entries received during the Promotional Period.

PARTICIPATING HYUNDAI DEALERSHIPS:

Dealership	Address	City
All Pro Hyundai	1405 Lafayette Parkway	LaGrange, GA
Autonation Hyundai Mall of Georgia	3445 Buford Drive	Buford, GA
Hyundai of Kennesaw	2878 Barrett Lake Blvd	Kennesaw, GA
Ed Voyles Hyundai	2135 Cobb Parkway	Smyrna, GA
Hyundai of Athens	4160 Atlanta Highway	Athens, GA
Jim Ellis Hyundai	5785 Peachtree Industrial Blvd	Atlanta, GA
Legacy Hyundai of McDonough	443 Industrial Blvd	McDonough, GA
Malcolm Cunningham Hyundai	4355 Stone Mountain Highway	Lilburn, GA
Nalley Hyundai	7909 Mall Parkway	Lithonia, GA
Rick Case Hyundai	11446 Alpharetta Highway	Roswell, GA
Rick Case Hyundai of Duluth	3180 Satellite Blvd	Duluth, GA
Riverside Hyundai	100 Highway 411 East	Rome, GA
Southtowne Hyundai	7665 Highway 85 South	Riverdale, GA
Southtowne Hyundai of Newnan	800 Bullsboro Drive	Newnan, GA
Terry Reid Hyundai	816 Joe Frank Harris Parkway	Cartersville, GA
Thornton Road Hyundai	669 Thornton Road	Lithia Springs, GA

LIMIT: One (1) Entry per person for entire Sweepstakes. Only entries submitted in accordance with these Official Rules will be accepted. No telephoned, faxed, emailed, or mechanically reproduced entries, or entries generated by any means which subvert the entry process, will be accepted. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. All entries become the exclusive property of the Sponsor and will not be acknowledged or returned. Administrator has no obligation to advise an Entrant of an incomplete or otherwise non-compliant entry. Administrator is not responsible for lost, late, invalid, unintelligible, incomplete, garbled, or misdirected entries, which will be disqualified.

Entry must be made by the Entrant to the onsite representative as detailed above. Entries made by any other individual or any entity, and/or originating at any other event or method, including but not limited to commercial sweepstakes subscription notification and/or entering service websites, will be declared invalid and disqualified for this Sweepstakes. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

WINNER SELECTION: Sixteen (16) potential Sweepstakes Prize Winners will be selected by Administrator in a random drawing conducted on or about September 28, 2017, from among all eligible entries received during the Promotional Period. Potential winners will be contacted by the Administrator by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form ("affidavit/release") within three (3) days of receipt. If the potential winner's notification is rejected, returned, or deemed undeliverable, if the potential winner cannot be contacted, if the potential winner fails to execute and return the affidavit/release within the specified time, or if he/she is disqualified, refuses, or is otherwise ineligible to receive the Prize, that potential winner will be deemed ineligible, and the Administrator may select an alternate winner in a random drawing from among all remaining eligible entries, up to 3 alternates, if time permits. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the Sweepstakes (the "Winner(s)").

PRIZE/ODDS: Sixteen (16) Sweepstakes Prize Winners will receive the *Hyundai Brave for A Day at Turner Field Prize Package* (the "Prize"), which consists of:

- One (1) Invitation to participate in the Hyundai Brave for A Day at SunTrust Park on October 8, 2017 from 10:00 A.M to 12:30 P.M.
 - Atlanta Braves SunTrust Park: 755 Battery Avenue, Atlanta, GA 30339
- One (1) Atlanta Braves Gift Bag that includes: Personalize Uniform Top, Atlanta Braves Hat, Personalized Wooden Bat, and a MLB Baseball,
- Participate in the rotation of infield, outfield, hitting, and pitching drills with Atlanta Braves Alumni (Alumni TBD by Atlanta Braves Alumni Association)
- One (1) lunch invitation at the Sun Trust Club
 - Question & Answers session with Alumni
 - Autographs and Pictures
- One (1) Invitation for a behind the scenes tour of SunTrust Park with Atlanta Braves Alumni

Approximate Retail Value ("ARV") of the Prize: \$250.00

ODDS OF WINNING A PRIZE DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

GENERAL PRIZE RESTRICTIONS: Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the 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 (or any portion thereof) is not available for any reason as determined by the Sponsor in its sole discretion. Date of event for the prize packages will be determined by Administrator and/or Sponsor based upon

availability. **Winner is fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes).** All costs and expenses associated with the Prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities and other expenses incurred by accepting the Prize are the sole responsibility of the Winner. The Prize is non-transferable and non-assignable, with no cash redemptions except at Sponsor's sole and absolute discretion. **TRANSPORTATION TO/FROM THE EVENT NOT INCLUDED.** Prize Winner agrees to comply with all applicable Sponsor rules and instructions and any venue regulations in connection with the Grand Prize. Sponsor and the applicable MLB Entities reserve the right, in their sole discretion, to remove or to deny Prize Winner entry to the event or to remove any individual who engage(s) in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the event. Released Parties will not be responsible for changes in schedule, weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any natural disaster outside their control that may cause the cancellation or postponement of the event(s). Except where prohibited by law, acceptance of Prize constitutes permission for Sponsor and the MLB Entities to use the Winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any and all media throughout the world, in perpetuity, without additional prize, incentive, consideration, consent or review; and upon request, Winner will provide written consent to such use. The Winner may not substitute, assign or transfer the Prize (or any portion thereof) or redeem the Prize (or any portion thereof) for cash, but Administrator reserves the right, at its sole discretion, to substitute the Prize (or any portion thereof) with one of comparable or greater value. All prize details are at Administrator's sole discretion. If any portion of the Prize is cancelled or postponed, the remaining portion of the Prize will be awarded as complete and final and no compensation will be offered. Non-compliance with any of the foregoing or these Official Rules, the inability to contact the potential Winner as set forth in the Winner Selection section above, failure to return such documents within the specified time period, or the return of the Prize as undeliverable, may result in disqualification and, time permitting, awarding of Prize to an alternate Winner, at Administrator's sole discretion, from among all remaining eligible entries. The maximum value of the Prize set forth above represents the Sponsor's good faith determination of the maximum ARV thereof and the actual fair market value, as ultimately determined the Sponsor, cannot be challenged or appealed.

GENERAL CONDITIONS/RELEASE: By participating (a) Entrants release Released Parties from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) Entrants agree that Released Parties will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the Prize(s) (including any travel or activity associated thereto) or participation in this Sweepstakes or the Prize event(s); and (c) acknowledge that said Released Parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a Prize, including, but not limited to, the Prize quality or availability. Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials,

the administration of the Sweepstakes, or the announcement of the Prize Winner, including any such error as may give an erroneous indication that a prize has been won. In no event will more than the stated number of prizes be awarded. **Caution: any attempt to deliberately damage any website associated with this Sweepstakes, tamper with the entry process, or otherwise undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil laws, and should such an attempt be made, Released Parties reserve the right to cooperate in the prosecution of any individual(s) responsible for the attempt and to pursue all remedies to the fullest extent permitted by law.** Released Parties' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor and/or Administrator reserves the right, at its sole discretion, to modify or suspend this Sweepstakes or any portion hereof, or to disqualify any individual implicated in any of the following actions, if for any reason: (a) infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes which, in Sponsor's and/or Administrator's sole opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, (b) the Sweepstakes or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper processing of entries per these rules, or (c) the Sweepstakes is otherwise not capable of running as planned by Sponsor and/or Administrator. In the event of modification or suspension, Sponsor and/or Administrator shall award the prize to Winner to be selected in a random drawing from among the remaining uncorrupted eligible entries, if any. In the event of any cancellation, termination or suspension, notice thereof will be posted at www.synmp.com/rules. Entries not complying with these Official Rules are subject to disqualification.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION: Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Cobb County, Georgia; (b) any and all claims, judgments, and awards, shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes 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 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, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of 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 State of Georgia.

WINNER'S NAME: The name of the Winner will be available after October 28, 2017, and may be obtained by sending a self-addressed stamped envelope to: Winner's name, *Hyundai Brave for A Day Sweepstakes* c/o Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148, for receipt no later than December 31, 2017.

ENTRANT'S PERSONAL INFORMATION: By entering the Sweepstakes, you acknowledge that Sponsors and Administrator may use any personal information collected as part of the Sweepstakes entry form in accordance with Sponsors' privacy policy, located at <http://www.hyundaiusa.com/privacy>, and Administrator's Privacy Policy, located at <http://www.synmp.com/privacy>.

SPONSOR : Greater Atlanta Hyundai Dealer Advertising Association, 75 Varick Street, 17th Floor, New York, NY 10013.

ADMINISTRATOR: Synergy Marketing Partners, 100 W. 22nd Street, Suite 100, Lombard, Illinois 60148.

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