

**FARM PROGRESS 2018 #CONTIFPSWEEPSTAKES RULES
OFFICIAL RULES**

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

THIS PROMOTION IS NOT AFFILIATED WITH, SPONSORED, ENDORSED OR ADMINISTERED BY TWITTER OR FACEBOOK. PLEASE UNDERSTAND THAT YOU ARE PROVIDING YOUR INFORMATION TO CONTINENTAL TIRES THE AMERICAS, LLC. AND CONTITECH USA, INC.

1) SWEEPSTAKES TIMING: #ContiFPSweepstakes (the "Sweepstakes") starts August 28, 2018 at 8:00 AM Central Standard Time (CST) and ends August 30, 2018 at 12:00 PM CST (the "Sweepstakes Entry Period").

2) ELIGIBILITY: This Sweepstakes is open only to residents of the United States who are at least eighteen (18) years of age and have internet access on the date of entry in this Sweepstakes. Employees, directors and officers and their immediate families (spouse, parents, children, siblings, and their respective spouses, regardless of where they reside) and their respective household members (collectively, the "Sweepstakes Entities"), whether or not related, of Continental Tire the Americas, LLC and ContiTech USA, Inc. are not eligible to enter or win. This Sweepstakes is void in Alaska, Hawaii, Puerto Rico, all U.S. territories and possessions and wherever else prohibited by law. U.S. law governs this Sweepstakes.

3) HOW TO ENTER: Limit one (1) entry per person for each day spent at the 2018 Farm Progress Show in Boone, Iowa (the "Show"). During the Sweepstakes Entry Period, participants can enter in the Sweepstakes in two (2) ways (each an "Entry Method"):

A. **Twitter Method:** Two steps to enter: (1) follow our Twitter account at @ContiTech and (2) take a picture of yourself with a Continental logo from anywhere at the Show and post the photo to Twitter and mention us at @ContiTech (Twitter) and include the hashtag #ContiFPSweepstakes in the body of the post. In order for the entry to be valid, Twitter profile must be public and thus viewable by the Sponsor and its agents. If you submit your entry or receive updates from twitter.com via SMS from your wireless phone, you may be charged standard text messaging rates, airtime and carrier charges for text messages sent and received from your mobile device according to the terms and conditions in your customer agreement with mobile carriers. All terms and conditions of Twitter.com apply. Twitter is not a sponsor of this Sweepstakes. Multiple participants are not permitted to share the same mobile phone or Twitter account. Entry into the Sweepstakes does not constitute entry into any other sweepstakes. You understand that by participation in this Sweepstakes via mobile phone or text message, if you are a potential winner, the Sponsor may contact you via mobile phone or text message, which will be subject to the charges pursuant to your carrier's rate plan.

B. **Facebook Method:** Two steps to enter: (1) visit <https://www.facebook.com/continentalagriculturena> and "Like" or "Follow" the Continental Agriculture North America Facebook page; (2) take a picture of yourself with a Continental logo from anywhere at the Farm Progress Show 2018 and post the photo directly in the comments of the Sweepstakes post that is pinned to the top of the Continental Agriculture North America Facebook page. All terms and conditions of Facebook.com apply. Multiple participants are not permitted to share the same mobile phone or Facebook account. In order

for the entry to be valid, Facebook profile must be public and thus viewable by the Sponsor and its agents. Posting a photo on Facebook requires a mobile device, and therefore, you may be charged standard text messaging rates for text messages sent and received from your mobile device according to the terms and conditions in your Customer Agreement with Mobile Carrier. If not a member, an entrant may set up a Facebook account by visiting www.facebook.com. A Facebook account is free of charge. You do not have to continue to "Like" or "Follow" Continental Agriculture North America Facebook Page after the random drawing is completed.

All qualified entries must be submitted according to these Official Rules as follows: (a) no later than 4:00 PM CST on the first two days of the Show (August 28th and 29th); and (b) no later than 12:00 PM CST on the last day of the Show (August 30th). Entries must not infringe, misappropriate or violate any third party's rights, including, without limitation, copyright, trademark, right of publicity, right of privacy or trade secret and not contain any content that is offensive, illegal, obscene or that is otherwise objectionable to Sponsor, in its sole discretion. By submitting information on Twitter or Facebook, entrant agrees to the terms of use, policies, and privacy notices found at each respective website. By successfully transmitting your entry as directed, you will receive one (1) entry into the Sweepstakes. If an entrant uses multiple accounts or usernames for either of the social media Entry Methods noted above to submit more than one entry per day during the Sweepstakes Period, only the first entry received may be entered into the Sweepstakes. No purchase, entry fee, payment, or proof-of-purchase is necessary to participate, as free Internet access is available at many public libraries. There is a limit of one (1) entry per day per entrant per Entry Method used to enter, but each entry must contain a completely unique photo and abide by these Official Rules to be eligible. An entry will not be considered complete if the entrant's photo has not completed uploading by the deadline noted above, even if the entrant initiated the upload before that time. By entering in the Sweepstakes, all entrants agree to abide by these Official Rules, which are final and binding on all matters pertaining to this Sweepstakes. In the event of a dispute over the identity of any potential winner, the entry will be declared made by the authorized account holder of the Twitter or Facebook account submitted at the time of entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such accounts. The authorized account holder is deemed as the natural person assigned by an Internet access provider, service provider, or other organization responsible for assigning Twitter and Facebook accounts. All photograph entries become the property of Sponsor and will not be returned to entrant.

By entering this Sweepstakes, each entrant represents that the entry submitted (consisting of the photograph) is the original work of entrant and that you have all necessary rights to grant a license to the Sponsor to publish and re-use your photograph for any purpose without compensation and that you hereby grant such license together with the right to use your name. Sponsor has the right in its sole discretion to disqualify and/or not to post on the website any photo that Sponsor determines does not or may not comply with the foregoing requirements. Without limitation of the foregoing, if a photo prominently (as determined by Sponsor in its sole discretion) depicts or refers to any brand or trademark other than Continental, Sponsor will have the right in its sole discretion to remove or blur such brand or trademark. Sponsor assumes no responsibility for disputes between persons claiming authorship of the entry. Entrant agrees to the use of their entry by Sponsor in any way Sponsor deems appropriate, including any and all media, and that such individuals will sign all necessary documents granting Sponsor these rights if required by Sponsor. Entries must be suitable for distribution in a public forum (as determined by Sponsor in its sole discretion), and may not reflect negatively on the Sponsor or its' products.

4) RANDOM DRAWING: On August 28, 2018 and August 29, 2018, at approximately 4:15 PM CST, and on August 30, 2018 at approximately 12:15 PM CST, at the Sponsor's booth at the Show, one Prize winner for each Entry Method will be selected by random drawing from all eligible entries received. The drawings will be conducted by a representative of the Sponsor, whose decisions on all matters related to the Sweepstakes shall be final and binding. A participant selected as the potential Sweepstakes winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. There will be a total of 6 drawings. Odds of winning depend on the total number of eligible entries received on each day of the Show.

5) NOTIFICATION OF PRIZE WINNERS: The Sweepstakes winners will be selected by random drawing from all eligible entries received by the deadlines set forth above. Sponsor will attempt to notify the potential winners via email/phone number provided at time of entry, if entered via Facebook, or by a reply post, direct tweet, and comment from Sponsor, as applicable to the account used for entry (or other method at the discretion of Sponsor) on the day of the random drawing. If Winner is found not to be eligible or not in compliance with these Official Rules, may result in disqualification with an alternate Prize winner selected in accordance with these Official Rules. Each Prize winner must be present at the Show and must pick up the Prize during the Show. No Prize will be mailed.

6) PRIZE: One Prize will be awarded to each winner of the Entry Method (i.e. one Prize for Twitter entry and one for Facebook entry) on each day of the Show consisting of a Continental Swag bag ("Prize"). The approximate retail value of a Prize is \$20.

7) PRIZE RESTRICTIONS: The Prizes are non-transferable and must be accepted as awarded. No cash or other substitution may be made. The winner is solely responsible for the following in relation to the Prize awarded: (a) any and all applicable taxes; and (b) any and all applicable fees and expenses that are not specifically set forth herein as included with the Prize. Sponsor is awarding the Prize on an "AS-IS" basis without warranty, guaranty or representation of any kind express or implied, including without limitation any implied warranty of merchantability, fitness for a particular purpose and usability by the winner. All Prize details are at the sole discretion of the Sponsor.

8) CONDUCT: This Sweepstakes is subject to all federal, state and local laws/regulations. By entering this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of Sponsor shall be final and binding in all respects. Sponsor reserves the right at its sole discretion to disqualify any individual suspected of tampering with the entry process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) 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 OR ANY OTHER PROVISION.**

9) LIMITATIONS OF LIABILITY: Sweepstakes Entities, assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers,

computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the Internet or any combination thereof, or; (e) any injury or damage to participant's or to any other person's electronic device which may be related to or resulting from any attempt to participate in the Sweepstakes or download any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, and award the prize in a random drawing among all non-suspect eligible entries received as of the termination date. The Sponsor will not be responsible for acts of God, dangerous weather conditions, acts of terrorism, civil disturbances, work stoppage or any other matters beyond the Sponsor's reasonable control (each a "Force Majeure" event) that may cause the cancellation or postponement of the Sweepstakes.

10) ENTRANT RELEASES: All entrants, as a condition of entry into the Sweepstakes, agree to release the Sweepstakes Entities, Facebook, and Twitter from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with accessing the Sweepstakes page; submitting an entry or otherwise participating in any aspect of the Sweepstakes; the receipt, ownership, use, misuse or non-use of Prize awarded; preparing for, participating in or traveling to and/or from any prize-related activity, or any human, typographical or other inadvertent error in these Official Rules or the announcement of offering of prize. Sponsor makes no representations or warranties of any kind concerning the appearance, safety, or performance of prize. Except wherever else prohibited by law, the winner grants to Sponsor the right to print, publish, broadcast and use the winner's name, city, state, biographical information, voice, photograph or other likeness and statements related to prize acceptance/use, for public relations/promotional/media events about the Sweepstakes along with any other related advertising purposes, as may be determined by Sponsor, in any media now known or hereafter developed, in perpetuity, including but not limited to social media and the World Wide Web, without compensation unless prohibited by law. Acceptance of prize irrevocably grants to Sweepstakes Entities the right to use any recordings/photographs/videos resulting from these public relations/promotional/media events. The rights hereby granted to Sweepstakes Entities include the perpetual, exclusive and unencumbered right to use, not use, edit, reproduce, publicly and privately display, create derivative works based upon, distribute, telecast, publish, promote, market, and otherwise exhibit the recordings/photographs/videos worldwide, at discretion of Sweepstakes Entities, without approval of winner.

In the event there is a discrepancy or inconsistency between statements contained in any Sweepstakes-related materials, and terms and conditions stated in the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

11) DISPUTES: Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for North Carolina or the appropriate North Carolina State Court; (ii) 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 (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and/or 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 North Carolina.

12) SPONSOR: Continental Tire the Americas, LLC, and ContiTech USA, Inc., 1830 MacMillan Park Drive, Fort Mill, SC 29707.

13) OFFICIAL RULES: Please visit our website at <https://www.continental-specialty.com/specialty/media-services/events-and-fairs>, under “Downloads” with the title “Farm Progress 2018 #CONTIFPSWEEPSTAKES Rules” for a copy of the full official Sweepstakes rules.