

**PURE MICHIGAN®
DREAM VACATION
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED
OR OTHERWISE RESTRICTED BY LAW.**

1. HOW TO ENTER: Pure Michigan Dream Vacation (the “Sweepstakes”) is sponsored by the Detroit Auto Dealers Association (“Sponsor”), with prizes and support contributed by the Michigan Economic Development Corporation; General Motors; Delta Air Lines, Inc.; and Severely Social LLC (“Contributors”). Sponsor and Contributors are collectively referred to herein as the “Sweepstakes Entities.” Participation in the Sweepstakes is subject to these Official Rules and all applicable laws, rules and regulations. No purchase necessary. Limit one (1) entry per person. To enter the Sweepstakes, fill out and submit an Entry Form with your first name, last name, street address, city, state, zip, phone number, email address, and date of birth at <http://www.facebook.com/NorthAmericanInternationalAutoShow> or <http://www.facebook.com/PureMichigan.org> (the “Site”) between January 19, 2012 and February 29, 2012. Entry Forms will only be available on <http://www.facebook.com/NorthAmericanInternationalAutoShow> and <http://www.facebook.com/PureMichigan.org>

Sweepstakes Entities and their affiliates will not be responsible for Internet connections, unavailability of servers or any other technical malfunctions or failure to receive transmission of an entry regardless of reason. If any dispute arises as to the identity of entrant, entrant shall be considered the person whose name, address, and date of birth appears on the Sweepstakes entry form. Any entry sent with an attachment shall be disqualified. Only entries transmitted to the designated entry web site shall be eligible.

2. ENTRY DEADLINES: Entries may be received beginning at 12:00 a.m. Eastern Standard Time on January 19, 2012 and must be received no later than 11:59 p.m. Eastern Standard Time on February 29, 2012.

3. WINNER SELECTION AND NOTIFICATION: Entries will be combined into a single entry pool. On or about March 10, 2012, one (1) Grand Prize Winner will be selected at random from among all eligible entrants, and will be tentatively declared the Grand Prize Winner, subject to eligibility confirmation and compliance with these rules. The odds of winning the Grand Prize depend on the total number of entrants received. The Grand Prize Winner will be notified at the PHONE NUMBER OR EMAIL ADDRESS provided in the corresponding entry submissions. If Sponsor and Contributors are unable to reach a selected winner after five business days by reasonable efforts, the selected entrant shall be disqualified and will forfeit any prizes, and another entry shall be selected as the Grand Prize Winner from among all remaining eligible entries.

4. THE GRAND PRIZE: The Grand Prize Winner will receive:

- A. Round trip coach class airfare for two adults to and from airport in the United States served by Delta Air Lines to Detroit Metropolitan Airport.**
- B. Rental Car provided by Buick.**
- C. Pure Michigan® Itinerary & Accommodations:**

Tawas:

Overnight stay in Tawas at Tawas Beach Resort
One night lodging overlooking Lake Huron with a king bed
Breakfast voucher up to \$20.00
10% off in Tawas Beach Resort Restaurant and Lounge for lunch and dinner.
Not valid for Jacuzzi room. Room type may be based on availability.
Call ahead for reservation. Some restrictions may apply

Two tickets to Charity Island Dinner Cruise

Oscoda:

Two tickets to Melvin Motorcycle Museum
Two tickets to ride the AuSable River Queen Paddlewheel Boat

Alpena:

Overnight stay in Alpena at Alpena Holiday Inn
Two tickets to Thunder Bay Shipwreck Tours

Hillman – Thunder Bay Resort:

Overnight stay in Hillman at Thunder Bay Resort
Two tickets to Elk Viewing Carriage Ride, Gourmet Dinner, and Wine Tasting

Mackinac Island:

Two night stay at the historic Grand Hotel
Two rounds of golf on the Jewel
Tickets for two aboard Shepler's Mackinac Island Ferry service from Mackinac city to Mackinac Island
Two tickets to Fort Mackinac
Two tickets to Shepler's Lighthouse Cruise
Two tickets to Mackinac Island Carriage Tour

Approximate Retail Value as of January 18, 2012, is \$3,580.00

Grand Prize travel and arrangements are subject to availability, holiday, blackout dates, and other restrictions. Hotel accommodations will be based on availability at time of booking and travel. Trip must be completed one year after the promotion end date February 29, 2012. The Grand Prize is non-

transferable. If the Grand Prize Winner is unable to use the prize, prize shall be forfeited and no alternate Grand Prize will be awarded, nor will an alternate Grand Prize Winner be selected.

Air Transportation: The originating airport must be an airport serviced by Delta Air Lines, Inc. in the Continental United States. Sweepstakes Entities are not responsible for transportation to and from the originating airport.

Car: The Grand Prize Winner is responsible for fuel and other incidental costs, and must be picked up and returned to Detroit Metropolitan Airport. Must be 21 or older with a valid driver's license. Type of car will be determined by Buick.

Prize trip includes only the elements specified in these Official Rules. Grand Prize Winner and his/her guest shall be responsible for all other expenses that may be incurred during the prize trip, including but not limited to local transportation costs, meals, entertainment, sightseeing, room service, gratuities, taxes, and other incidental costs.

If the Grand Prize Winner fails to claim prize within 30 days of notification, prize shall be forfeited and no alternate Grand Prize Winner will be selected. No substitutions will be made on any prize except at the discretion of the Sponsor and Contributors, which may substitute a prize of greater or comparable value.

Conditions on Travel Elements: Grand Prize Winner and his/her guest must be twenty one years of age at the time of travel, must travel on the same itinerary, and must possess all required travel documents. Travel may only be redeemed on the dates and at times determined by Sponsors and/or Contributors. Air travel is non-transferable, not changeable, and not valid for upgrades and/or frequent flyer miles. Grand Prize Winner and his/her guest will be responsible for all baggage fees, meals, incidental costs, telephone charges, ground transportation, and any other fees and expenses incurred in connection with the travel portion of the Grand Prize. Travel and hotel accommodations are subject to availability. Grand Prize Winner may be required to present at least one valid major credit card in order to check into hotel room. Sweepstakes Entities shall not be responsible for any cancellations, delays, diversions, or substitution or any act or omissions whatsoever by the air carriers, hotels, or any other persons or entities providing any of these Travel elements or services.

All prizes are non-refundable may not be exchanged. Lost, stolen, or otherwise destroyed prizes will not be replaced. Air travel prizes are awarded in the form of certificates redeemable for tickets. Any transportation that is Certificate seats are limited and may not be available on all flights or in all markets. Certificates are non-transferable, are not redeemable for cash and are void if sold or bartered. The sale or barter of tickets obtained through redemption of Certificates is also prohibited. Any tickets obtained through such sale or barter are void and will not be honored for travel. After ticketing, date, time and routing changes may be permitted (subject to the availability of booking class) upon payment of applicable fees.

Certificates do not include a \$3.80 Federal Excise Tax and the September 11th Security Fee of up to \$2.50 which will be imposed on each flight segment in the passenger's ticketed itinerary. A flight segment is defined as a takeoff and a landing. For travel to/from Hawaii/Alaska, U.S. International Air Transportation Tax of up to \$8.40 is not included. For travel between/within the United States/Canada/PR/U.S. Virgin Islands, \$25 USD/CAD* fee for 1 checked bag, \$35 USD/CAD* fee for second checked bag, and \$125 USD/CAD* fee for third checked bag. *Fees are CAD exit Canada. These taxes and fees are subject to change, are the responsibility of the passenger and (except for bag fees) must be paid at the time the ticket is booked. Any taxes, fees, or changes paid at the time of ticket issuance will be refunded if ticket is not used. However, once redeemed, Certificates are void and will have no further value. Certificate travel will not qualify for SkyMiles mileage. Stopovers/Upgrades/Waitlisting/Open Returns are not permitted for tickets booked with Certificates. Lost, stolen or otherwise destroyed Certificates will not be replaced. Schedules are subject to change without notice. Additional restrictions may apply. It is the responsibility of the passenger to be in possession of all necessary documentation (e.g., valid passport, visa where applicable) at the time and place of departure. Delta reserves the right to deny boarding to any passengers without proper documentation.

If the Grand Prize Winner is not able to redeem any element of the prize, Winner shall forfeit the prize (or such prize element) and no additional or substitute prize or compensation will be provided. If Grand Prize Winner elects to travel without a guest, no additional compensation will be awarded.

No substitutions will be made for any prize except at the discretion of the Sponsor, which may substitute a prize of greater or comparable value.

5. ELIGIBILITY RESTRICTIONS. The Sweepstakes is void where prohibited. The Sweepstakes is open to legal U.S. citizens with Continental U.S. residency twenty one years of age (21) and older at time of entry and time of travel.

Employees, officers and directors of Sweepstakes Entities, and any other entity involved in the creation, promotion, or administration of the Sweepstakes, and each of their respective partners, parent companies, divisions, subsidiaries, affiliates, trustees, franchisees, licensees, advertising, promotion and public relations agencies, and any relatives of, and those residing in the same household, of any such employees, officers, managers, or directors shall not be eligible to participate in the Sweepstakes or to win the Grand Prize. For the purposes of this Sweepstakes, relatives are defined as mother, father, in-laws, grandmother, grandfather, brother, sister, children, and grandchildren.

6. PRIZE CONDITIONS: Federal, state, and local taxes, and any fees associated with winning, are the sole responsibility of the Grand Prize Winners. The Grand Prize Winner may be required to complete a W9 form (available at <http://www.irs.gov/pub/irs-pdf/fw9.pdf>); an Affidavit of Eligibility and Release form (to be provided by the Sponsor); and all other additional release forms or

paperwork required by the Sweepstakes Entities and/or their Affiliates. Each Grand Prize Winner will receive a 1099 tax form reflecting the actual value of any prize valued at over \$600. The Grand Prize Winner's guest may also be required to sign a Release form and will receive a 1099 tax form reflecting the actual value of any prize valued at over \$600. Prizes are non-transferable, non-negotiable, and not redeemable for cash, credit, or merchandise. All decisions regarding interpretation of these Official Rules and administration of the Sweepstakes made by Sweepstakes Entities are final and binding.

7. PROOF OF AGE, IDENTITY, AND ELIGIBILITY. The Grand Prize Winner, upon request of any Sweepstakes Entity, must supply documented proof of age, identity, and eligibility within three business days of being contacted by Sweepstakes representatives. Failure to do so may result in forfeiture of the prize. At such time, if such forfeiture occurs, Sponsor may select a new Sweepstakes Grand Prize Winner at random from all remaining eligible entries.

8. LIMITATION ON LIABILITY / DISCLAIMER / OTHER REQUIREMENTS:

Each entrant, by entering the Sweepstakes, agrees that: (a) entrant is bound by, and shall comply with, these Official Rules and all decisions of the Sweepstakes Entities concerning the administration of the Sweepstakes and the awarding of the prize, which decisions shall be final; (b) entrant and any travel companion consent to the use of his/her name, voice, picture, likeness, and biographical data and/or any other information contained in his/her entry in advertising, promotional, and marketing materials by any of the Sweepstakes Entities in all media now known or hereafter discovered, in perpetuity throughout the universe without additional compensation, notice, review, or approval; (c) certain of entrant's personally identifying information may be disclosed to third parties as required by law, including, without limitation, on a winner's list; (d) entrant and any travel companion forever and irrevocably releases, indemnifies, and holds harmless each of the Sweepstakes Entities, and each of their respective officers, directors, managers, members, employees, representatives, agents, shareholders, successors, and assigns, from any liability, claims, demands, judgments, proceedings, causes of action, lawsuits, injuries, death, costs, expenses or damages, due to any injuries, damages or losses to any person (including but not limited to death) or property of any kind, arising from, resulting from, or in connection with, directly or indirectly, in whole or in part, the Sweepstakes and any element or activity thereof, the entrant's participation in, entry in, or in ability to enter the Sweepstakes, or any Sweepstakes-related activity, or the entrant's acceptance, use, misuse, inability to use, possession, travel related to, or defect of any prize, or any violation of entrants privacy, publicity, personal and proprietary rights, or the collection, use and/or sharing of entrant's personally identifiable information by Sweepstakes Entities or their designees; any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond the control of Sweepstakes Entities; any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries; any wrongful, negligent, or unauthorized act or omission on the part of any of the Sweepstakes Entities, or any of their agents or employees; lost, stolen, damaged, delayed, or misdirected

baggage; lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); and any typographical errors in these Official Rules or any Sweepstakes promotional materials; and (e) the Grand Prize Winner and his/her guest may be required to sign a form of general release and affidavit of eligibility before receiving the Grand Prize. Sweepstakes Entities reserve the right, in their sole discretion, to cancel, suspend and/or modify this Sweepstakes.

9. INTERNET: If for any reason, the Internet-related portion of this Sweepstakes is not capable of running as planned, including, but not limited to, infection by computer virus; tampering, fraud, technical failure; or any other cause which corrupts or threatens the administration, security, or integrity of the Sweepstakes, the Sweepstakes Entities reserves the right, in their sole discretion, to terminate or suspend the Sweepstakes or any portion of the Sweepstakes. ANY ATTEMPT TO DAMAGE OR UNDERMINE THE FAIR AND LEGITIMATE OPERATION OF THIS SWEEPSTAKES WILL RESULT IN DISQUALIFICATION FROM THE SWEEPSTAKES.

10. GOVERNING LAW: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants and Sweepstakes Entities in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules or provisions, and any disputes arising hereunder shall be adjudicated in the Oakland County, Michigan, Circuit Court.

11. WINNER: The name of the Grand Prize winner can be obtained by mail by sending a self-addressed, stamped envelope to:
1900 West Big Beaver Road
Troy, MI 48084

All requests for the winner's name must be received no later than February 28th, 2013.

12. OFFICIAL RULES: For a mailed copy of the official rules, send a self-addressed, stamped envelope to:
1900 West Big Beaver Road
Troy, MI 48084

All requests for the official rules must be received no later than February 28 2013.

13. PRIVACY POLICY: All information collected by Sweepstakes Entities in connection with online entries will be subject to Sponsor's Privacy Policy, which is available at <http://www.severelysocial.com/privacy/>

14. SPONSOR: Detroit Auto Dealers Association
1900 West Big Beaver Road
Troy, MI 48084

15. PRIZE PROVIDER:

Michigan Economic Development Corporation
300 North Washington Square
Lansing, Michigan 48913

General Motors
P.O.Box 33170. Detroit,MI 48232-5170

Delta Air Lines, Inc.
P.O. Box 20706 Atlanta, GA 30320-6001