

The “Collector Car Giveaway Dream Experience” Sweepstakes

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Sweepstakes may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Sweepstakes is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States or the District of Columbia.

1. How to Enter. To enter the Collector Car Giveaway Dream Experience (“Sweepstakes”), during the Sweepstakes Period, log onto www.goldeagle.com/mecumsweepstakes (“Site”), read the Official Rules and fully complete the entry form, including your name and your e-mail address. All entrants must have a valid email address.

Limit one (1) entry per person / email address. No automated entry devices and/or programs permitted. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Delivery of prizes requires a street address (no P.O. Boxes). Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

2. Start/End Dates. Sweepstakes begins at 12:00:01 AM Eastern Time (“ET”) on February 22, 2018 and ends at 11:59:59 PM ET on May 31, 2018 (“Sweepstakes Period”).

3. Eligibility. Participation open only to legal residents of the fifty (50) United States or the District of Columbia who are at least 18 years old as of date of entry. Void outside of the 50 United States and the District of Columbia, and where prohibited, taxed or restricted by law. Employees, officers and directors of Gold Eagle Company (“Sponsor”), Mecum Auctions, Advance Auto Parts, and its and their parent companies, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of sweepstakes materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. Sweepstakes may only be entered in or from the 50 United States and the District of Columbia, and entries originating from any other jurisdiction are not eligible for entry. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States or the District of Columbia. All federal, state and local laws and regulations apply.

4. Random Drawing/Odds. Winners will be selected in a random drawing from all eligible entries received on or about June 15, 2018. Odds of winning depend on the number of eligible entries received for the drawing. Drawing will be conducted by a representative of Sponsor or its advertising agency. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Sweepstakes.

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5. Grand Prize.

Grand Prize: One (1) Grand Prize winner will receive: A 303 paddle (the “Paddle”) valued at \$20,000 for use in connection with winner’s bid on a collector car at the Mecum Auction in Chicago, IL. (the “Auction”) currently scheduled for October 25th – 27th of 2018; two roundtrip coach airfares for winner and one (1) guest from the gateway airport nearest winner’s residence to Chicago, Illinois; two (2) nights, three (3) days hotel accommodations (one room, double occupancy) in Schaumburg, Illinois, as determined by Sponsor; two (2) standard passes for three (3) days at the Auction for winner and guest (dates to be mutually determined by Sponsor and winner, subject to availability); a \$500 stipend to be applied towards rental car or expenses; and a “VIP Mecum Experience” to be determined by Sponsor and Mecum Auctions, which may include a “behind the scenes” tour at the Auction and a “goodie bag” including official Mecum and STA-BIL gear and accessories. Approximate Retail Value (“ARV”) of Grand Prize: \$22,000.

Tax Gross-Up Payment: In addition to the Grand Prize awarded to the winner, the winner will also receive a cash payment in the form of a corporate check which is intended to assist with any federal, state, or other tax obligations related to the Grand Prize (the “Tax Gross-Up Payment”). The amount of Tax Gross-Up Payment will be computed based upon the actual retail value of the Grand Prize utilizing a combined tax rate for all federal, state, and other tax obligations related to such prize at 28%. The Tax Gross-Up Payment is intended to *assist* with any federal, state, or other tax obligations related to the applicable prize. **The Tax Gross-Up Payment may not be sufficient to cover the winner’s actual tax liability related to winning the applicable prize, and the winner will be solely responsible for all tax obligations associated with the applicable prizes.** The Tax Gross-Up Payment will be paid to the winner within 30 days after the conclusion of the Mecum Auction, following the reconciliation of the actual retail value of the Grand Prize. Sponsor will comply with all tax reporting requirements, including a Form 1099-MISC issued to the winner for the calendar year 2018.

Winner will have the obligation to use the Paddle to a bid on one (1) of a range of vehicles at the Auction. Winner must successfully purchase a vehicle at the Auction which does not exceed \$20,000 in value as redemption of the Grand Prize. . In the event that winner uses the Paddle to bid on a vehicle that is valued at less than \$20,000, Sponsor will award the difference in cash between the successful winning bid of the Paddle and the \$20,000 value, less the costs to transport the car to winner’s designated destination. For clarity, winner will not receive the cash difference between the value of the bid item and the ARV of the Paddle unless winner uses the Paddle to successfully win a bid on a vehicle valued at less than \$20,000. Further, for the avoidance of doubt, winner shall be responsible for the possession and use of the vehicle and any related costs or expenses after successfully winning a bid on such vehicle, and Sponsor shall not be responsible for any additional expenses whatsoever relating thereto, including without limitation tariffs or excess transportation or shipping costs incurred in transporting the vehicle to winner’s residence or any other location as determined by the winner.

Award of Grand Prize is contingent on winner being able to attend the Auction on the specified dates designated by the Sponsor. If winner cannot attend the Auction, Grand Prize will be

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forfeited and another winner will be selected, time permitting. Actual value of Grand Prize may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Exact flight details, dates, times and terms to be determined by Sponsor in its sole discretion. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight and Sponsor will not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Auction-related services or accommodations. Sponsor is not liable for any missed prize events, opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. Attendance at the Auction is subject in all respects to any terms and conditions set forth by Mecum Auctions and/or any requirements of the facility hosting the Auction. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description herein, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, or other expenses are the responsibility solely of winner. Winner's travel companion must be eighteen (18) years of age or older as of the date of departure, unless the child of winner (or winner is the minor's legal guardian) and must travel on same itinerary and at the same time as the winner. Winner and guest are solely responsible for obtaining any required travel documents and travel insurance. Winner's travel companion must execute liability/publicity releases prior to issuance of tickets. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates.

Prize is non-transferable. Expressly as otherwise agreed or authorized by Sponsor, no cash redemptions. In the case of unavailability of prize, Sponsor reserves the right to substitute a prize of equal or greater value. Limit one prize per person or household. Prize is awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).

6. Other Prizes.

Other Prizes: (2) two roundtrip coach airfares for winner and one (1) guest from the gateway airport nearest winner's residence to Chicago, Illinois; two (2) nights, three (3) days hotel accommodations (one room, double occupancy) in Schaumburg, Illinois, as determined by Sponsor; two (2) standard passes for three (3) days at the Auction for winner and guest (dates to be mutually determined by Sponsor and winner, subject to availability); a \$500 stipend to be applied towards rental car or expenses; and a "VIP Mecum Experience" to be determined by Sponsor and Mecum Auctions, which may include a "behind the scenes" tour at the Auction and a "goodie bag" including official Mecum and 303 gear and accessories. Approximate Retail Value ("ARV") of Other Prize: \$2,000.

Award of Other Prize is contingent on winner being able to attend the Auction on the specified dates designated by the Sponsor. If winner cannot attend the Auction, Other Prize will be forfeited and another winner will be selected, time permitting. . Actual value of Other Prize may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Exact flight details, dates, times and terms to be determined by Sponsor in its sole discretion. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight and Sponsor will not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Auction-related services or accommodations. Sponsor is not liable for any missed prize events, opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. Attendance at the Auction is subject in all respects to any terms and conditions set forth by Mecum Auctions and/or any requirements of the facility hosting the Auction. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description herein, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, or other expenses are the responsibility solely of winner. Winner's travel companion must be eighteen (18) years of age or older as of the date of departure, unless the child of winner (or winner is the minor's legal guardian) and must travel on same itinerary and at the same time as the winner. Winner and guest are solely responsible for obtaining any required travel documents and travel insurance. Winner's travel companion must execute liability/publicity releases prior to issuance of tickets. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates.

Other Prize is non-transferable. Expressly as otherwise agreed or authorized by Sponsor, no cash redemptions. In the case of unavailability of prize, Sponsor reserves the right to substitute a prize of equal or greater value. Limit one prize per person or household. Prize is awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).

6. Notification. Winners will be notified by e-mail and will be required to sign and return, where legal, an Affidavit of Eligibility and Liability/Publicity Release within five (5) days of prize notification. If winner cannot be contacted within five (5) calendar days of first notification attempt, if prize or prize notification is returned as undeliverable, if winners rejects his/her prize or in the event of noncompliance with these Sweepstakes rules and requirements, such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given.

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7. Conditions. All federal, state and local taxes are the sole responsibility of the winner(s). Participation in Sweepstakes and acceptance of prize constitutes winner's permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by winner regarding the Sweepstakes or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrants and winner(s) agree to release and hold harmless Sponsor, Mecum Auctions, Advance Auto Parts, and its and their affiliates, partners and promotion and advertising agencies and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, the "Released Entities"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Sweepstakes cannot take place or if the prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Entrants who do not comply with these Official Rules, or attempt to interfere with this Sweepstakes in any way shall be disqualified. There is no purchase or sales presentation required to participate. A purchase does not increase odds of winning.

8. Additional Terms. In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be requested to provide Sponsor with proof that such winner is the authorized account holder of the email address associated with the winning entry. Any other attempted form of entry is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. The Released Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor may select the winner(s) from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or web site. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a

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prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Limitation of Liability; Disclaimer of Warranties. TO THE FULLEST EXTENT PERMITTED BY LAW, IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SITE AND/OR PARTICIPATING IN THE SWEEPSTAKES, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. Disputes; Governing Law. To the fullest extent permitted by law, the parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of Illinois.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF ILLINOIS WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the City of Chicago in the State of Illinois. The parties agree not to raise the defense of forum non conveniens.

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11. Use of Data. Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <https://www.goldeagle.com/privacy-policy>. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

12. Winner's Name. To obtain the name of the winners, send a self-addressed, stamped envelope by July 15th, 2018 to: Gold Eagle Company, 4400 S. Kildare Ave., Chicago, IL 60632.

13. Sponsor. Gold Eagle Company, 4400 S. Kildare Ave., Chicago, IL 60632.