

**Hyundai® College Football Sweepstakes
Official Rules**

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

1. ELIGIBILITY: The Hyundai® College Football Sweepstakes (“Sweepstakes”) is open only to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who, at the time of entry, are at least 18 years of age or the age of majority in their states of residence, whichever is older, and have valid U.S. driver’s licenses. Employees, officers, and directors (including immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Hyundai Motor America (“Sponsor”), independent Sweepstakes administrator (“Administrator”), CMGRP, Inc., d/b/a Advantage International, and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the Sweepstakes are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws, rules, and regulations. Void in Alaska, Hawaii, and where prohibited or restricted by law. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final on matters relating to the Sweepstakes.

2. HOW TO ENTER: The Sweepstakes begins on August 31, 2017 at 12:00 PM Eastern Time (“ET”) and ends on November 25, 2017 at 11:59:59 PM ET (“Sweepstakes Period”). The Administrator’s computer is the official clock of the Sweepstakes.

During the Sweepstakes Period, you may enter the Sweepstakes in one (1) of two (2) ways: onsite at the Hyundai displays at select college football games or online, as described below. No other method of entry will be accepted. Limit: one (1) entry per person/email address per calendar day during the Sweepstakes Period, regardless of method of entry. Additional entries beyond the specified limit will be void. All entries become the property of Sponsor and will not be acknowledged or returned. Any attempt by entrant to obtain more than one (1) entry may result in entrant’s disqualification.

A. Onsite Method at Select College Football Games: During a college football game listed on Exhibit A to these Official Rules, visit the Hyundai display space. To enter the Sweepstakes, complete a survey (including your name, address, telephone, and email address) on a tablet device located at the Hyundai display. You automatically will receive one (1) entry into the Sweepstakes and will also be entered to receive future marketing messages from the Sponsor. An entrant may opt out from receiving future messages after receiving the first message.

B. Online: During the Sweepstakes Period, go to hyundaicollegefootballsweepstakes.com (“Website”) and enter your valid e-mail address to access the online registration page for the Sweepstakes. To enter the Sweepstakes, complete and submit the online entry form as directed. You automatically will receive one (1) entry into the Sweepstakes and will also be entered to receive future marketing messages from the Sponsor. An entrant may opt out from receiving future messages after receiving the first message.

3. RANDOM DRAWING: The potential winner of the Sweepstakes will be selected by random drawing conducted by Sponsor or Sponsor’s designee on or about December 1, 2017

from among all eligible entries received. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winner will be declared the official winner of the Sweepstakes (“Winner”). The decisions of Sponsor and Administrator are final and binding on all matters relating to this Sweepstakes. The odds of winning the Sweepstakes depend on the total number of eligible entries received during the Sweepstakes Period.

4. NOTIFICATION: The potential winner will be notified at the email address, postal address, and/or telephone number (in the sole discretion of Sponsor or Administrator) provided at the time of entry (“Prize Notification”). In the event that any potential winner does not respond to any such Prize Notification within five (5) days of the date of issuance or declines the Prize (as defined below) for any reason, a disqualification will result, the Prize will be forfeited and, at Sponsor’s sole discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible entries. The potential winner may be required to submit his/her valid social security number and/or other identification to Administrator and may be required to execute, have notarized and return an Affidavit of Eligibility and Release of Liability and, unless prohibited by law, Publicity, within five (5) days of the date of issuance. Failure to submit any identification required by Sponsor or Administrator or to return the required documents within the specified time period, non-compliance with these Official Rules or the return of the Prize (or any portion thereof) or Prize Notification as undeliverable may result in disqualification and Prize forfeiture and, at Sponsor’s sole discretion and time permitting, may cause an alternate potential winner to be randomly selected from among all remaining eligible entries. Only three (3) alternate drawings may be held, after which the Prize will remain un-awarded.

5. PRIZE AND PRIZE CONDITIONS: One (1) Prize: A 2018 Hyundai Sonata Sport 2.4L 6-Speed Automatic Transmission (“Prize”). Approximate Retail Value: \$27,600.

All Prize details, including, but not limited to, specific colors, features, and additional options (if any) are determined by Sponsor in its sole discretion and subject to availability. All other features or upgrades will be allowed only if permitted by delivering dealer and paid for by Winner. Winner will not receive the difference in cash if a Hyundai vehicle that has a retail value less than that of the Prize is selected (“Vehicle”). Winner must be a licensed driver and will be required to provide proof of insurance at time of delivery. Winner must take delivery of the Vehicle, at his or her own expense, within fourteen (14) days of notice of availability of the Vehicle from Sponsor at a dealership selected by Sponsor based on proximity to the Winner’s residence or the Vehicle may, at Sponsor’s sole discretion, be forfeited. No other delivery option will be available. Winner is responsible for all taxes and expenses, including but not limited to: sales tax, luxury tax, destination charges, registration, title and license fees, insurance, and all other costs incurred in claiming, registering, or using the Vehicle. Vehicle details and availability are subject to change. In the event the Vehicle cannot be supplied for any reason, a similar vehicle of comparable value may be substituted at Sponsor's sole discretion. The Prize is non-transferable and non-assignable, with no cash redemptions except at Sponsor’s sole and absolute discretion. Sponsor reserves the right to substitute the Prize (or any portion thereof) with a prize of comparable or greater value at its sole and absolute discretion. The actual style, model, make, color, design, and features of the Vehicle may vary from any depictions of it in the Sweepstakes promotional materials. No more than one (1) Prize will be awarded. Winner is fully responsible for any and all applicable federal, state, and local taxes (including income and withholding taxes). Winner will be issued a form 1099 for tax purposes in the amount of the actual retail value of the Prize and must submit his/her social security number, as required by law.

6. WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Sweepstakes and submitting an entry, each entrant agrees to (i) be bound by these Official Rules, including all entry

requirements, and (ii) waive any and all claims against Sponsor, Administrator, CMGRP, Inc., d/b/a Advantage International, and each of their respective parents, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of the Prize (or any portion thereof) or any travel or activity related to the receipt or use of the Prize (or any portion thereof). By entering this Sweepstakes, each entrant gives his/her express permission to be contacted by Sponsor and Administrator by telephone, email and/or postal mail for Sweepstakes purposes. Winner, by acceptance of the Prize, grants to Sponsor and its designees the right to publicize Winner's name, address (city and state of residence), photograph, voice, statements and/or other likeness and prize information for advertising, promotional, trade and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law.

7. GENERAL CONDITIONS: Released Parties are not responsible for stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; or for lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections including those through and/or by any website, availability or accessibility or miscommunications or failed computer, satellite, telephone, cable or wireless transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; wireless service congestion; failures or malfunctions of phones, phone lines or telephone systems, wireless towers or cellular tower equipment; any error, omission, interruption, defect or delay in wireless or other transmission, processing, or communication; non-delivery; misdirected, blocked, or delayed email notifications; printing, typographical or other errors appearing within these Official Rules, in any Sweepstakes-related advertisements or other materials; or any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, wireless service, mail, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the Prize or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer and/or wireless device related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. No more than the stated number of prizes will be awarded. Persons who tamper with or abuse any aspect of the Sweepstakes or website or attempt to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or any representative of Sponsor or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Sweepstakes is unlawful and subject to legal action by Sponsor and/or its respective agents. Sponsor shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Sweepstakes, and to resolve all disputes in its sole discretion. Released Parties (i) make no warranty, guaranty or representation of any kind concerning the Prize (or any portion thereof),

and (ii) disclaim any implied warranty. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor reserves the right, in its sole discretion, to cancel or suspend the Sweepstakes (or any portion thereof) should a virus, bugs, unauthorized human intervention, or other causes corrupt administration, security, fairness, integrity or proper operation of the Sweepstakes (or any portion thereof). In the event of cancellation, Sponsor may elect to identify the Winner and award the Prize by way of random drawing from among all non-suspect, eligible entries received up to the time of such cancellation. Sponsor also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY ENTRANT, AND SPONSOR AND/OR ITS RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Entries generated by a script, macro or other mechanical or automated means will be disqualified. In the event of dispute as to the identity or eligibility of any potential winner based on an email address, the winning entry will be declared made by the "Authorized Account Holder" of the email address submitted at the time of entry provided he/she is eligible according to these Official Rules. The "Authorized Account Holder" is defined as the natural person to whom the applicable Internet service provider or other organization (such as a business or educational institution) has assigned the email address for the domain associated with the submitted email address.

As a condition of entering this Sweepstakes, each entrant agrees that (i) any and all disputes, claims, controversies or causes of action arising out of or relating to this Sweepstakes, or any prizes awarded (each, a "Claim"), shall be (a) arbitrated on an individual basis only, and shall not be consolidated or joined with or in any arbitration or other proceeding involving a Claim of any other party, and (b) settled by binding arbitration in New York County, New York before a single arbitrator appointed by the American Arbitration Association in accordance with its then governing rules and procedures, and judgment on the award rendered by the arbitrator may be entered by any court having jurisdiction thereof; and (ii) under no circumstance will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses. These Official Rules shall be governed by and construed and interpreted in accordance with the laws of the State of New York, U.S.A, applicable to contracts entered into and performed exclusively in that State.

8. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://www.hyundaiusa.com/privacy-policy.aspx>). 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.

9. WINNER'S LIST: For the Winner's name, mail a request and a self-addressed stamped envelope to be received by January 29, 2018 to: Hyundai® College Football Sweepstakes, Winner's List c/o Advantage International, 8687 Melrose Ave., G700, West Hollywood, CA 90069.

10. **SPONSOR:** Hyundai Motor America, 10550 Talbert Avenue, Fountain Valley, CA 92708.

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Exhibit A

| Date | Opponents | College Stadium, City, State |
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| 8/31/2017 | ASU vs. New Mexico State | Sun Devil Stadium, Tempe, AZ |
| 9/2/2017 | Georgia vs. Appalachian State | Sanford Stadium, Athens, GA |
| 9/2/2017 | Penn State vs. Akron | Beaver Stadium, University Park, PA |
| 9/2/2017 | Texas vs. Maryland | Darrell K Royal - Texas Memorial Stadium, Austin, TX |
| 9/3/2017 | UCLA vs. Texas A&M | The Rose Bowl, Pasadena, CA |
| 9/9/2017 | Alabama vs. Fresno State | Bryant-Denny Stadium, Tuscaloosa, AL |
| 9/9/2017 | ASU vs. San Diego State | Sun Devil Stadium, Tempe, AZ |
| 9/9/2017 | Florida vs. Northern Colorado | Ben Hill Griffin Stadium, Gainesville, FL |
| 9/9/2017 | FSU vs. UL-Monroe | Doak Campbell Stadium, Tallahassee, FL |
| 9/9/2017 | Michigan vs. Cincinnati | Michigan Stadium, Ann Arbor, MI |
| 9/9/2017 | Ohio State vs. Oklahoma | Ohio Stadium, Columbus, OH |
| 9/9/2017 | Penn State vs. Pittsburgh | Beaver Stadium, University Park, PA |
| 9/9/2017 | Tennessee vs. Indiana State | Neyland Stadium, Knoxville, TN |
| 9/9/2017 | Texas vs. San Jose State | Darrell K Royal - Texas Memorial Stadium, Austin, TX |
| 9/9/2017 | UCLA vs. Hawaii | The Rose Bowl, Pasadena, CA |
| 9/16/2017 | Alabama vs. Colorado State | Bryant-Denny Stadium, Tuscaloosa, AL |
| 9/16/2017 | Florida vs. Tennessee | Ben Hill Griffin Stadium, Gainesville, FL |
| 9/16/2017 | FSU vs. Miami | Doak Campbell Stadium, Tallahassee, FL |
| 9/16/2017 | Georgia vs. Samford | Sanford Stadium, Athens, GA |
| 9/16/2017 | Michigan vs. Air Force | Michigan Stadium, Ann Arbor, MI |
| 9/16/2017 | Ohio State vs. Army | Ohio Stadium, Columbus, OH |
| 9/16/2017 | Penn State vs. Georgia State | Beaver Stadium, University Park, PA |
| 9/23/2017 | ASU vs. Oregon | Sun Devil Stadium, Tempe, AZ |
| 9/23/2017 | FSU vs. NC State | Doak Campbell Stadium, Tallahassee, FL |
| 9/23/2017 | Georgia vs. Mississippi State | Sanford Stadium, Athens, GA |
| 9/23/2017 | Ohio State vs. UNLV | Ohio Stadium, Columbus, OH |
| 9/23/2017 | Tennessee vs. U Mass | Neyland Stadium, Knoxville, TN |
| 9/30/2017 | Alabama vs. Mississippi | Bryant-Denny Stadium, Tuscaloosa, AL |
| 9/30/2017 | Florida vs. Vanderbilt | Ben Hill Griffin Stadium, Gainesville, FL |
| 9/30/2017 | Penn State vs. Indiana | Beaver Stadium, University Park, PA |
| 9/30/2017 | Tennessee vs. Georgia | Neyland Stadium, Knoxville, TN |
| 9/30/2017 | UCLA vs. Colorado | The Rose Bowl, Pasadena, CA |
| 10/7/2017 | Florida vs. LSU | Ben Hill Griffin Stadium, Gainesville, FL |
| 10/7/2017 | Michigan vs. Michigan State | Michigan Stadium, Ann Arbor, MI |

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| 10/7/2017 | Ohio State vs. Maryland | Ohio Stadium, Columbus, OH |
| 10/7/2017 | Texas vs. Kansas State | Darrell K Royal - Texas Memorial Stadium, Austin, TX |
| 10/14/2017 | Alabama vs. Arkansas | Bryant-Denny Stadium, Tuscaloosa, AL |
| 10/14/2017 | ASU vs. Washington | Sun Devil Stadium, Tempe, AZ |
| 10/14/2017 | Florida vs. Texas A&M | Ben Hill Griffin Stadium, Gainesville, FL |
| 10/14/2017 | Georgia vs. Missouri | Sanford Stadium, Athens, GA |
| 10/14/2017 | Tennessee vs. South Carolina | Neyland Stadium, Knoxville, TN |
| 10/21/2017 | Alabama vs. Tennessee | Bryant-Denny Stadium, Tuscaloosa, AL |
| 10/21/2017 | FSU vs. Louisville | Doak Campbell Stadium, Tallahassee, FL |
| 10/21/2017 | Penn State vs. Michigan | Beaver Stadium, University Park, PA |
| 10/21/2017 | Texas vs. Oklahoma State | Darrell K Royal - Texas Memorial Stadium, Austin, TX |
| 10/21/2017 | UCLA vs. Oregon | The Rose Bowl, Pasadena, CA |
| 10/28/2017 | ASU vs. USC | Sun Devil Stadium, Tempe, AZ |
| 10/28/2017 | Michigan vs. Rutgers | Michigan Stadium, Ann Arbor, MI |
| 10/28/2017 | Ohio State vs. Penn State | Ohio Stadium, Columbus, OH |
| 11/4/2017 | Alabama vs. LSU | Bryant-Denny Stadium, Tuscaloosa, AL |
| 11/4/2017 | ASU vs. Colorado | Sun Devil Stadium, Tempe, AZ |
| 11/4/2017 | FSU vs. Syracuse | Doak Campbell Stadium, Tallahassee, FL |
| 11/4/2017 | Georgia vs. South Carolina | Sanford Stadium, Athens, GA |
| 11/4/2017 | Michigan vs. Minnesota | Michigan Stadium, Ann Arbor, MI |
| 11/4/2017 | Tennessee vs. Southern Miss | Neyland Stadium, Knoxville, TN |
| 11/11/2017 | Ohio State vs. Michigan State | Ohio Stadium, Columbus, OH |
| 11/11/2017 | Penn State vs. Rutgers | Beaver Stadium, University Park, PA |
| 11/11/2017 | Texas vs. Kansas | Darrell K Royal - Texas Memorial Stadium, Austin, TX |
| 11/11/2017 | UCLA vs. Arizona State | The Rose Bowl, Pasadena, CA |
| 11/18/2017 | Alabama vs. Mercer | Bryant-Denny Stadium, Tuscaloosa, AL |
| 11/18/2017 | Florida vs. UAB | Ben Hill Griffin Stadium, Gainesville, FL |
| 11/18/2017 | FSU vs. Delaware State | Doak Campbell Stadium, Tallahassee, FL |
| 11/18/2017 | Georgia vs. Kentucky | Sanford Stadium, Athens, GA |
| 11/18/2017 | Ohio State vs. Illinois | Ohio Stadium, Columbus, OH |
| 11/18/2017 | Penn State vs. Nebraska | Beaver Stadium, University Park, PA |
| 11/18/2017 | Tennessee vs. LSU | Neyland Stadium, Knoxville, TN |
| 11/25/2017 | ASU vs. Arizona | Sun Devil Stadium, Tempe, AZ |
| 11/25/2017 | Florida vs. Florida State | Ben Hill Griffin Stadium, Gainesville, FL |
| 11/25/2017 | Michigan vs. Ohio State | Michigan Stadium, Ann Arbor, MI |
| 11/25/2017 | Tennessee vs. Vanderbilt | Neyland Stadium, Knoxville, TN |
| 11/25/2017 | Texas vs. Texas Tech | Darrell K Royal - Texas Memorial Stadium, Austin, TX |
| 11/24/2017 | UCLA vs. Cal | The Rose Bowl, Pasadena, CA |

