

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. The LA HONDA WORLD CUP SWEEPSTAKES (“SWEEPSTAKES”) ENTRY PERIOD BEGINS AT 12:00:01 A.M. PACIFIC TIME (“PST”) ON JUNE 5, 2014 AND ENDS AT 11:59:59 P.M. PST ON JULY 10, 2014 (THE “SWEEPSTAKES PERIOD”). SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF CALIFORNIA WHO LIVE WITHIN A 50 MILE RADIUS OF THE ZIP CODE 90015 AND WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

1. HOW TO ENTER: NO PURCHASE NECESSARY TO PARTICIPATE IN

SWEEPSTAKES. To Enter for your chance to Win, use your Facebook account to locate the ‘LA Honda World Cup’ Sweepstakes tab at the following Facebook Fan Page: <https://www.facebook.com/HondaofLosAngeles>. Follow the online instructions to complete the Official Online Entry Form and submit as instructed to register for the Sweepstakes. Facebook entries must be received no later than 11:59 p.m. PST on July 10, 2014 to be eligible to win. Limit one (1) Entry per person/Facebook account/e-mail address/physical address regardless of method of entry. For the purpose of this Sweepstakes, a “day” shall be defined as 12:00:01 a.m. PST to 11:59:59 p.m. PST. The Honda of Downtown Los Angeles (“Sponsor”) computer is the official time-keeping device for this Sweepstakes. Any attempt to submit more than the maximum number of entries using multiple/different email addresses, mobile phone numbers, identities or any other methods may void that entrant’s entry. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified. No other forms of entry are valid other than those set forth above. All entry information becomes the property of the Sponsor. No mechanically reproduced entries will be accepted. Sponsor assumes no responsibility for lost, late, illegible, incomplete, or misdirected entries.

2. PRIZES: This Sweepstakes will consist of one (1) Group Stage One Winner, One (1) Group Stage Two (2) Winner, One (1) Round of Sixteen Winner, One (1) Quarter Final Winner, One (1) Semi-Final Winner, and One (1) Final Winner.

- Group Stage One Winner: 2014 FIFA Video Game
 - Value \$49.99
- Group Stage Two Winner: Official FIFA World Cup Foosball Table
 - Value \$49.99
- Round of Sixteen Winner: Official FIFA World Cup Soccer Jersey
 - Value \$89.99
- Quarter Final Winner: Official FIFA World Cup Soccer Ball
 - Value \$159.99
- Semi Final Winner: HDTV
 - Value \$399.99
- Final Winner: 2 LA Galaxy Season Tickets Plus Parking
 - Value \$1,055

The sweepstakes will also consist of One (1) Grand Prize Winner, only if US or Mexico wins the World Cup.

- Grand Prize Winner: Brand New 2014 Honda Civic Coup
 - Value \$1,000

Prize does not include any other item or expense not specifically described in these Official Rules; however, the prize package may vary based on availability. Additional expenses, if any, are the sole responsibility of the Winner. Prizes may not be transferred nor may they be redeemable for cash. Only listed prizes will be awarded and no substitutions or cash equivalents or redemption will be made, except that Honda of Downtown Los Angeles reserves the right to award a prize of equal or greater financial value if any advertised prize (or any component thereof) becomes unavailable. Winner agrees to accept the prize “as is” and entrants hereby acknowledge that Sponsor may require the Sweepstakes Winner to complete an IRS W9 Form before prize fulfillment. Each Winner is solely responsible for reporting and paying any and all applicable taxes. Odds of winning a prize depend upon the number of entries received.

3. DRAWING: Six (6) Winners will be drawn among all eligible entries received. Drawing will be conducted by an independent judging agency whose decisions are final and binding. The Winner will be notified by email and telephone call and mentioned on Sponsor’s Facebook Fan Page. If a Winner is unreachable after two (2) days, or if that Winner is unavailable for prize fulfillment, an alternate Winner will be selected. If Sponsor cannot find an eligible Winner for the prize, that prize will not be awarded. By entering, entrants agree that the decisions of Sponsor are final. Potential Winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. In the event that a Potential Winner is disqualified for any reason, the prize associated with that winning shall be forfeited and will be un-awarded. Winner may be required to complete an Affidavit of Eligibility, Liability and Publicity Release (“Affidavit”).

4. ELIGIBILITY: Sweepstakes open only to legal residents of California who live within a 50 mile radius of the zip code 90015 and who are 18 years of age or older as of the date of entry. Employees, officers and directors of Sponsor, its parent, subsidiaries, divisions, affiliates, suppliers, printers, distributors and advertising, promotional and judging agencies, (and their respective IRS dependents, immediate family members [parents, children, siblings and spouse]) and individuals residing in their same household (whether or not related) (collectively, “Sponsor and Promotion Parties”) are not eligible to participate or win.

5. GENERAL RULES: Sponsor reserves the right to use any and all information related to the Sweepstakes, including information on entrants obtained through the Sweepstakes, for marketing purposes or any other purpose, unless prohibited by law. Any taxes associated with the prize are the responsibility of the Winner. The

Winner, by acceptance of the prize, agrees to release Sponsor and Promotion Parties “Released Parties” (including but not limited to Tier10 Marketing, LLC) and their parent and subsidiary companies, their officers, directors, employees, agents, shareholders, affiliates, suppliers, distributors, employees and advertising agencies from any and all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to persons and property which may be sustained in connection with the receipt, ownership, or use of the prize. Additional rules and regulations may apply.

6. RELEASE: By receipt of any prize, Winner agrees to release and hold harmless Sponsor, Administrator, its promotions partners and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and prize suppliers, and each of their respective parent companies and each such companies’ officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death or damage to or loss of property, in whole or in part, directly or indirectly, arising out of participation in the Promotion or receipt or use or misuse of any prize.

7. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Promotion or receipt or use or misuse of any prize. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

8. PUBLICITY: Except where prohibited, participation in the Promotion constitutes Winner’s consent to Sponsor and its agents’ use of Winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. GENERAL CONDITIONS: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor’s reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds

to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages 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 provision. Administrator in its sole discretion may for any reason and without notice to entrants change the Promotion's Official Rules and will post such changes conspicuously at Sponsor's location at the time they become effective.

10. INTERNET: Sponsor is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive information by Sponsors on account of technical problems or mail delays or any combination thereof.

11. DISPUTES: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District or the appropriate State Courts located in California; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and 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 Promotion, shall be governed by, and construed in accordance with, the laws in the State of California, without giving effect to any choice of law or conflict of law rules (whether in the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

12. SPONSOR: Honda of Downtown Los Angeles

13. Winner: Winners will be published on the following official sites of Honda of Downtown Los Angeles: Facebook.com/HondaofLosAngeles or by mail sending a self-addressed, stamped envelope to be received by July 15, 2014 to: Tier10 Marketing, 13825 Sunrise Valley Dr., Suite 150, Herndon, VA, 20171 Attn: Honda of Downtown Los Angeles.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. Entrants are providing information to Sponsors and not to Facebook.