

RAM® 1500 EXPRESS SWEEPSTAKES OFFICIAL RULES

NO PURCHASE IS NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

OPEN TO ALL ELIGIBLE LEGAL RESIDENTS OF 48 CONTIGUOUS UNITED STATES OR DISTRICT OF COLUMBIA, WHO ARE 21 YEARS AND OLDER AS OF DATE OF ENTRY, VOID FOR RESIDENTS OF ALASKA AND HAWAII.

1. SWEEPSTAKES OVERVIEW: The RAM® 1500 Express Sweepstakes (“Sweepstakes”) starts on 10/15/11 at 12:00 A.M., Eastern Time (“ET”) and ends 12/4/11 at 11:59:59 P.M., ET (the “Sweepstakes Period”). You may only enter once per calendar day during the Sweepstakes Period regardless of the email address you use. A calendar day shall be defined as starting at 12:00 A.M., ET of a given day and ending at 11:59:59 P.M., ET of that day. Only one (1) prize will be awarded per person or household address.

2. ELIGIBILITY: The Sweepstakes is open to all legal residents of the 48 contiguous United States or District of Columbia who are 21 years of age or older as of the date of entry, excluding residents of Alaska and Hawaii (the “Territory”). Officers, directors, and employees (and members of their household or immediate family, i.e. spouse, parent, child, sibling, grandparent, the “steps” of each and members of their households) of Chrysler Group LLC (the “Sponsor”), Sapient Corporation, PrizeLogic LLC (“PrizeLogic”) and their respective parent companies, affiliates, subsidiaries, dealers, promotion and advertising agencies (collectively, the “Sponsor & Others”) and other individuals or entities associated with the creation, administration or supply to this Sweepstakes are ineligible to enter or win. Residents of Puerto Rico are also ineligible to enter or win.

3. TO ENTER: During the Sweepstakes Period, go to www.ram1500expresssweepstakes.com (the “Website”) and register by completing all of the required information. Upon completing all of the required information, you will receive a confirmation message and one (1) entry into the Sweepstakes. After you have successfully registered, each day thereafter during the Sweepstakes Period, you may return to the Website and receive one (1) additional entry by entering your valid email address. Limit: One (1) entry per day calendar day during the Sweepstakes Period, regardless of the email address you use. PrizeLogic’s computer shall be the Sweepstakes’ official clock.

4. RANDOM DRAWING/ODDS OF WINNING: On or about 12/6/11, a random drawing will be conducted by Mercury, the independent agency administering this Sweepstakes, to select one (1) potential Grand Prize Winner (“Winner”) from among the total number of all eligible entries received during the Sweepstakes Period. The potential Winner will be notified by email and/or phone on or about 12/7/11. In the event of a dispute as to the identity of the potential Winner based on an email address, the winning entry will be deemed to have been 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 to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted email address. The decisions of Sponsor shall be final and controlling in all matters pertaining to this Sweepstakes. Odds of winning depend on the total number of all eligible entries received during the Sweepstakes period.

5. GRAND PRIZE & ODDS OF WINNING: The Winner shall receive as the Grand Prize ("Prize") a trip for four persons to Pasadena California from 1/1/12-1/3/12 ("Trip"). The Trip shall consist of round trip coach airfare for four (4) from the major airport nearest to the Winner's residence to the Los Angeles International Airport; 3 days/2 nights (i.e. night of 1/1/12 and 1/2/12) hotel accommodations (1 standard room; 2 Queen size beds; quadruple occupancy at a hotel selected by Sponsor); four tickets to the college football bowl game event on 1/2/12 and Five Thousand Dollars (\$5,000) spending money. Total ARV: \$13,000. If the actual retail value of the Prize is less than the stated Total Approximate Retail Value, the Winner will not receive the difference. Sponsor will arrange in its sole discretion game day ground transportation to and from winner's hotel. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation (including, but not limited to, to and from the airport), meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel must be round trip. All accommodations and reservations will be as arranged by Sponsor and are subject to advance notice, holiday black-out dates and availability. No refund or compensation will be made in the event of the cancellation or delay of any flight. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Trip must be taken on dates stated or it will be forfeited, and time allowing, an alternate potential Winner will be randomly selected. Winner and guests must possess required travel documents and must travel together on same itinerary. Sponsor has no responsibility for a Winner's inability or failure to accept or utilize the Prize as described herein or for any of Winner's guest's inability to utilize the Prize. Other Trip restrictions, conditions and limitations may apply. Sponsor has no responsibility for lost, stolen, misplaced or mutilated tickets and/or travel documents, baggage, flight delays, or any other occurrences beyond its control. Each Winner's guest must be 21 years of age or older unless (a) the Winner is the respective guest's parent, legal guardian or spouse or (b) a guest who is a minor in his/her state of residence is accompanied by his/her parent or legal guardian. The potential Winner will be required to sign and return a notarized Affidavit of Eligibility/Compliance and Publicity/Liability Release, where allowed by law, and such other documents as may be reasonably requested by Sponsor within the time period stated below. Each Winner's guest must also sign and return a Publicity/Liability Release, as allowed by law, within the stated time period. **Sponsor must receive such properly executed documents from the Winner and Winner's guests no**

later than the close of business on 12/9/11. Failure to sign and return these documents by the return date specified in the Prize notification will result in forfeiture of the entire Prize and selection of an alternate potential Winner. The 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. All federal, state and local taxes are solely the responsibility of the Winner. Prize is not transferable or substitutable except by Sponsor with one of equal or greater value. Sponsor reserves the right, in its sole discretion, to disqualify and randomly select an alternate potential Winner in the event that: (a) the potential Winner is unreachable; (b) the Prize notification is returned as undeliverable or is not responded to; (c) the failure to provide Sponsor with satisfactory proof of age, identity and residency; (d) the Winner's and Winner's guests' failure to execute and return, as applicable, the required Affidavit of Eligibility/Compliance (including, without limitation, providing his/her respective Social Security Number for tax purposes) or Liability/Publicity Release by the specified return date, regardless of the cause of such failure; (e) a potential Winner declines acceptance of the Prize; or (f) if in Sponsor's determination, a potential Winner has not complied with these Official Rules. Entrants should regularly check their spam filters and voice mail message to ensure they do not contain any important Sweepstakes notification emails. Sponsor is not responsible for any change in an entrant's email address or contact information. In no event will more than one (1) Grand Prize be awarded.

6. INTERNET/LIMITATIONS OF LIABILITY: Sponsor & Others are not responsible for interrupted or unavailable network server or other connections; for miscommunications; failed telephone or computer transmissions; for jumbled, scrambled or misdirected entries or transmissions; for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties; for other errors, omissions, interruptions, or deletions of any kind, whether human, mechanical or electronic; or for any damage to any person's computer related to participating in the Sweepstakes. Sponsor & Others are not responsible for illegible, unintelligible, late, lost or stolen entries; for incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes; or for any technical or human errors that may occur in the processing of any entries in the Sweepstakes. Additionally, Sponsor & Others are not responsible for illegible, unintelligible, late, or lost entries, for incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes; or for any technical or human errors which may occur in the processing of any entries in the Sweepstakes. Persons found tampering with or abusing any aspect of the Sweepstakes, as solely determined by Sponsor, will be disqualified and may be subject to prosecution. Any person attempting to enter using multiple email addresses, multiple identities or any other device or artifice to enter multiple times or to interfere with the proper play of the Sweepstakes will be disqualified from participation in the Sweepstakes. Additionally, any use of robotic, automatic, macro, programmed, third party or like methods to participate in the

Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Sponsor reserves the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules; or to be acting with the intent to disrupt the intended operation of the Sweepstakes. If Sponsor, in its sole discretion, determines that the Sweepstakes is not capable of running as intended because of viruses, bugs, non-authorized human intervention or any other causes which corrupt or may corrupt the administration, security, fairness or proper play of the Sweepstakes, Sponsor reserves the right in its sole discretion, to modify, suspend, cancel, or terminate the Sweepstakes and proceed in a manner deemed fair and appropriate by Sponsor which will include the selection of Winners from among all eligible entries received prior to said modification, suspension, cancellation or termination of the Sweepstakes. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

7. PRIVACY POLICY: Any personally identifiable information collected during an entrant's participation in this Promotion will be collected by Sponsor or its representative and used by Sponsor for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Policy as such is stated at <http://www.chryslergroupllc.com/en-us/footer/Pages/privacy.aspx>.

8. PUBLICITY RIGHTS: By accepting a Prize, each Winner agrees to allow Sponsor and/or Sponsor's designees the perpetual right to use his/her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, world wide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

9. RELEASE: By participating in the Sweepstakes, each entrant releases and agrees to indemnify and hold harmless Sponsor & Others, from and against any and all costs, claims, damages, or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Sweepstakes or acceptance of a Prize, or arising out of participation in any Sweepstakes or Sweepstakes-related activity, whether hosted by Sponsor or a third party.

10. DISPUTE RESOLUTION: Except where prohibited, by participating in the Promotion, participants agree that: (a) except as otherwise specifically set forth in

these Official Rules, any action arising out of or relating to these Official Rules or the rights and obligations of any participant and/or Sponsor shall be filed exclusively in the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; and participants hereby consent and submit to the personal jurisdiction of such court for the purposes of litigating any such action, and any right to a trial by jury is hereby waived; (b) any and all disputes, claims, and causes of action arising out of or connected with these Official Rules, and/or the rights and obligations of any participant and/or Sponsor shall be resolved individually, without resort to any form of class action; (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred and in no event will participants be entitled to receive attorneys' fees or other legal costs; (d) under no circumstances will participants be permitted to obtain injunctive or other equitable relief and a participant's sole remedy will be an action at law for damages to the extent allowed by sub-paragraphs (c) and (e) of this Rule 10; and (e) under no circumstances will participants be permitted, and participants hereby waive all rights, to: (i) claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of-pocket costs described in (c) above; and (ii) 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 any participant and/or Sponsor shall be governed by and construed in accordance with the laws of the State of Michigan without giving effect or regard to any principles or doctrines of conflicts of law of the State of Michigan or any other jurisdiction. If any provision or provisions of these Official Rules shall be held to be invalid, illegal, unenforceable or in conflict with the law of any jurisdiction, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

11. GENERAL: By entering the Sweepstakes, participants agree to abide by these Official Rules. All Federal, state and local laws and regulations apply. Void in all jurisdictions other than the stated Territory and wherever prohibited by law

12. WINNERS LIST: To obtain the names of the Winners, send a properly stamped self-addressed envelope, postmarked by 1/15/12, to Winner List, Ram 1500 Express, P.O. Box 25138, West Bloomfield, MI 48325.

SPONSOR: CHRYSLER GROUP LLC, P.O. BOX 21-8004, Auburn Hills, MI 48321

Customer services inquiries can be made at
<http://helpdesk.prizelogic.com/contactus.aspx?id=118>

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