

Cooper Tire "Big Rides in the Big Apple" Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **ELIGIBILITY:** Open to legal residents of the 48 continental United States and the District of Columbia who are 18 years of age or older at the time of entry. Void in Alaska, Hawaii, and where prohibited by law. Employees of Cooper Tire & Rubber Company ("Sponsor"), its parents, affiliates and subsidiaries, participating advertising and promotion agencies and prize suppliers (and members of those employees' immediate family and/or those living in the same of household) are not eligible.
2. **HOW TO ENTER:** No purchase necessary to enter or win. A purchase will not improve your chances of winning. From 12:00:01 am ET on 07/18/2008 through 11:59:59 pm ET on 12/04/08, an individual may visit www.coopertire.com and enter as directed by providing name, mailing address, email address, and daytime telephone number.

LIMIT ONE ENTRY PER E-MAIL ADDRESS. Multiple entries will be disqualified.

No responsibility is assumed by Sponsor for lost, late, misdirected, illegible, or mutilated entries or for any human, computer, on-line, telephone, or technical malfunctions that may occur, or for any printing or typographical errors in any materials associated with the Sweepstakes. All entries become the property of Sponsor and will not be returned to participant.

3. **DRAWING:** On or about 12/05/08, Sponsor will randomly select 1 potential Grand Prize Winner, 10 potential First Prize Winners, and 25 potential Second Prize Winners from all eligible entries received during the entry period. Sponsor will contact each selected participant via telephone, U.S. mail, or email at the telephone number, physical address, or email address provided by the participant in order to notify him/her that he/she has been selected as a potential winner and to verify eligibility. Each potential winner is subject to verification of eligibility and compliance with these Official Rules before receiving any prize. In the event that Sponsor is unable to contact a potential winner after the third attempt, or in the event a potential winner is unable to or unwilling to accept the prize to be awarded to him/her for any reason, Sponsor reserves the right to randomly select an alternate potential winner or not award the prize in question.
4. **PRIZES AND APPROXIMATE RETAIL VALUE:** There are 36 prizes.

1 Grand Prize: The Grand Prize will be a trip for two to the 2009 Professional Bull Riding event to take place at Madison Square Garden in New York City, consisting of: two tickets to the 2009 PBR event in New York City, round-trip coach class airfare for two persons to New York City from the major commercial airport of Sponsor's choosing in the vicinity of the Grand Prize Winner's residence, a three-night stay (two rooms, single occupancy each) at the PBR host hotel, \$500 cash, and one voucher redeemable for a set of four Cooper tires not to exceed a total price of \$500.

Approximate Retail Value of Grand Prize: \$5,000 (actual value may vary based on timing of trip and location of the Grand Prize Winner's residence).

At the time of confirmation of being the Grand Prize Winner, Sponsor will arrange the travel details with the Grand Prize Winner. Travel must coincide with the 2009 PBR event at Madison Square Garden in New York City, the date for which event will be determined by PBR and Madison Square Garden officials. After travel arrangements have been made, if the date of the event is cancelled or rescheduled, the Grand Prize Winner will be notified. In such case, Sponsor reserves the right either (i) to reschedule the trip to coincide with the new date or (ii) to maintain the travel arrangements already made and substitute cash for the value of event tickets. If Sponsor chooses to reschedule the trip and the Grand Prize Winner is not available for travel on the new date, the prize may be forfeited and, in such case, an alternate Grand Prize Winner, to the extent practicable, will be selected from among the remaining eligible entries.

The Grand Prize Winner and his/her travel companion must travel on the same itinerary (on the same dates and from the same city) and at the same time. Travel companion of Grand Prize Winner may only be a minor if Grand Prize Winner is his/her parent or legal guardian. The Grand Prize Winner's travel companion must execute and return, prior to finalizing trip reservations, an Affidavit of Eligibility and Liability Release and, where lawful, a publicity release. A Grand Prize Winner's selected travel companion may be disqualified, if such travel companion fails to return documents timely.

10 First Prizes: Each First Prize will consist of one set of four Cooper tires not to exceed a total price of \$500. Approximate Retail Value of each First Prize: \$500. Approximate Retail Value of all 10 First Prizes: \$5,000.

25 Second Prizes: Each Second Prize will consist of a Cooper Tire/PBR prize bag of promotional merchandise. Approximate Retail Value of each Second Prize: \$25. Approximate Retail Value of all 25 Second Prizes: \$625.

Approximate Retail Value of all Prizes: \$10,625.

Odds of winning depend on the number of entries received. All expenses not specified herein, including all meals, gratuities, and ground transportation for the Grand Prize, are the sole responsibility of each winner. All federal, state, and local taxes are the sole responsibility of each winner.

No assignment, transfer, or substitution of prize is permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize is unavailable.

5. **CONDITIONS OF PARTICIPATION:** No more than the number of prizes set forth in these Official Rules will be awarded. Entries not legitimately submitted in accordance with these Official Rules are void. Use of any automated system to participate is prohibited and will result in disqualification.

Each winner will be subject to verification by Sponsor or administrator, whose decisions are final and binding. A participant is not a winner of any prize unless and until said participant's eligibility and the potential win has been verified and said participant has been notified that verification is complete and any documentation necessary for verification has been submitted to sponsor or sponsor's designee for verification. All federal, state and local laws and regulations apply.

Participants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Sweepstakes. Each winner must sign and return an Affidavit of Eligibility and Liability Release, which must include the winner's social security number for tax reporting purposes, and, where lawful, a publicity release within five business days following the date of notification of winning. Failure to comply with this deadline may result in forfeiture of the prize. Unclaimed prizes will not be awarded. Return of any prize as undeliverable may result in disqualification.

Acceptance of a prize constitutes permission for Sponsor and its agencies to use a winner's name and/or likeness for advertising and promotional purposes without additional compensation, unless prohibited by law. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes, technological or otherwise, which corrupt, disrupt or otherwise affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend any and all aspects of the Sweepstakes. Sponsor reserves the right, but not the obligation, to select the winners from eligible entries received as of the termination date. Sponsor further reserves the right to disqualify any individual who tampers with the entry process. Caution: Any attempt by any individual to deliberately damage any Web site or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such individual to the fullest extent of the law.

6. INDEMNIFICATION: Each winner agrees, by accepting the prize, and each participant agrees, by participating in this Sweepstakes, to release, discharge, indemnify and hold harmless Sponsor and each of its respective officers, directors, employees, representatives, agents, advertising and promotional agencies from and against any and all liability for any injuries, loss, or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use, or misuse of a prize, participation in any Sweepstakes-related activity, or participation in this Sweepstakes. Void where prohibited.
7. LIMITATIONS OF LIABILITY: IN NO EVENT WILL SPONSOR, OR ITS PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING OR PROMOTIONAL AGENCIES, OR

THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES, OR AGENTS, OR PRIZE SPONSORS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT THIS SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, ANY PRIZE WON IS 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.

8. INTERNET: In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant. The "authorized account holder" is the natural person assigned an email address by an internet service provider or other entity responsible for assigning email addresses for the service provider. Potential winners may be required to show proof of being the authorized account holder. 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 Sponsor on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof.
9. GOVERNING LAW; DISPUTES: Each participant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes 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 Northern District of Ohio or the appropriate Ohio State Court located in Hancock County, Ohio; and (ii) in addition to the limitations in Section 8 of these Official Rules, any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees. Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the participant and Sponsor, shall be construed and governed by the laws of the state of Ohio, without regard to conflicts of law rules.
10. PRIVACY: By entering the Sweepstakes, each participant will be sharing his/her personal information with Sponsor. By entering, each participant agrees to Sponsor's use of participant's personal information as described in Sponsor's Privacy Policy at <http://www.coopertire.com/html/privacypolicy.html>.

11. WINNERS LIST: For the names of the winners, send a separate self-addressed, stamped envelope to: "Big Rides in the Big Apple" Winners List, 8300 Douglas Avenue, 6th floor, Dallas, Texas 75225. Requests must be received by 05/31/09.
12. SPONSOR: Cooper Tire & Rubber Company, 701 Lima Avenue, Findlay, Ohio 45840.