

OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY. VOID WHERE PROHIBITED. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

OPEN TO ALL LEGAL RESIDENTS OF THE 50 U.S. STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS OLD AT THE TIME OF ENTRY.

1. BRIEF OVERVIEW OF PROMOTION: The Jeep® “Freedom of the Open Road Contest & Sweepstakes” (“Promotion”) begins on 7/2/12 at 10:00 A.M., Eastern Time (“ET”), and ends 7/20/12 at 11:59:59 P.M., ET (the “Promotion Period”). The Promotion consists of a contest (“Contest”) and a sweepstakes (“Sweepstakes”). To participate in the Promotion, participants must submit their response (“Response”) to the question “What does freedom of the open road mean to you?” between 7/2/12 at 10:00 A.M. ET, and 7/6/12 at 11:59:59 P.M., ET (“Response Period”).

After the conclusion of the Response Period, a panel of qualified judges will judge and rate each eligible Response. The three (3) highest rated Responses will be deemed the Contest winners (“Contest Winners”), subject to verification. All judging and rating will be conducted in compliance with the criteria described in Sections 3 and 4 below.

After the conclusion of the Response Period, thirty (30) participants will be randomly selected as the sweepstakes winners (“Sweepstakes Winners”), subject to verification, from among all eligible participants in the Promotion. By participating in this Promotion, all participants agree to be bound by these Official Rules and that the decisions of Chrysler Group LLC (“Sponsor”) shall be final and binding in all matters pertaining to this Promotion.

2. ELIGIBILITY: The Promotion is open only to legal residents of the fifty (50) U.S. states and the District of Columbia, who are at least eighteen (18) years old at the time of entry. 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 each of their households) of Sponsor, Ignite Social Media, Mercury P&F, and each of their respective parent companies, affiliates, subsidiaries, dealerships, and promotion and advertising agencies (collectively, the “Promotion Entities”) and other individuals or entities associated with the creation, administration, implementation and execution of this Promotion are ineligible to enter or win. The Promotion is void in jurisdictions other than those stated above and wherever prohibited. All applicable federal, state and local laws and regulations apply.

3. TO PARTICIPATE IN THE PROMOTION: During the Response Period go to blog.jeep.com (“Website”). Following the directions on the Website, under the designated Promotion blog post, the submitter (“Submitter”) must provide his/her valid email address, first and last name, and comment on the question “What does freedom of the open road mean to you?” in the comment box. Only one (1) Response is allowed per person and email address throughout the Response Period; additional Responses will be disqualified and the Submitter may be disqualified at Sponsor’s sole discretion. All Responses must be received no later than 7/6/12 at 11:59:59 P.M., ET, and meet the criteria stated below.

A) CONTENT: The Response, in its entirety:

- Must be the Submitter’s original written creation;
- Must be entirely in English;
- Must not include hyperlinks to content on other sites or media;

- Must not have been submitted previously in any promotion or published in any media.

B) REFERENCES TO THIRD PARTIES:

- Any mention or references, either explicitly or implicitly, to the name, identity, brand name, trademark, service mark, and/or logo of any third parties other than those of Sponsor may be grounds for disqualification from the Promotion as determined by Sponsor in its sole discretion.
- Sponsor has the right to edit, redact, or modify, as it determines in its sole discretion, any mention or reference, either explicitly or implicitly, to the name, identify, brand name, trademark, service mark, and/or logo of any third parties other than those of Sponsor without any notification to or approval of the Submitter.

C) INTELLECTUAL PROPERTY RIGHTS: The Response:

- Should not contain any material or references that violates or infringes upon a third party's intellectual property rights.

D) ADDITIONAL RESPONSE REQUIREMENTS & PROHIBITIONS:

- Must not disparage or defame any person or entity or in any way reflect negatively upon the Sponsor, the Sponsor's products, or the Promotion Entities as determined by Sponsor in its sole discretion;
- Must not contain, mention, refer or otherwise allude to any obscene, lewd, violent, illegal, offensive, hateful, disparaging, or inappropriate words, language, symbols, signs or abbreviations;
- Must not contain, mention, refer, or otherwise allude to any political or religious references, statements, or symbols;
- Must not contain words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, age, or socioeconomic group;
- Must not in any way promote alcohol, illegal drugs, or tobacco (or the use of any of the following); and
- Must not contain material that is unlawful, in violation of, or contrary to federal, state, and local laws.

NOTE: All Submitters understand and agree that all Responses may be posted and featured on Sponsor's websites; that Sponsor has the right to edit, redact, or modify any Submission as it determines in its sole discretion, that the Responses will not be returned; and that Sponsor has an irrevocable, exclusive, unlimited, unconditional and perpetual license in such Responses and to use them in such form as Sponsor so determines. Sponsor reserves the right at any time during the Promotion Period to disqualify any Response that Sponsor determines, in its sole discretion, does not comply with these Official Rules or that otherwise contains, or uses, prohibited or inappropriate content, and in the event of such disqualification, the Submitter will also be disqualified from participation in the Promotion.

4. CONTEST JUDGING PROCESS: Starting 7/9/12 and continuing through 7/20/12, a panel of judges consisting of Sponsor representatives ("Promotion Judges") will evaluate all eligible Responses submitted in response to the Promotion question, "What does freedom of the open road mean to you?"

The following criteria will be used by the Promotion Judges in selecting the top three (3) Responses and their Submitters ("Potential Contest Winners"):

- Creativity/originality of Story – 40%

- Relevance of Response content to the Promotion question – 40%
- Representation of and relevance to the Jeep brand - 20%

In the event of a tie, an alternate qualified judge, as determined by the Sponsor, not previously involved in the judging process will evaluate and rate the tied Responses using the same criteria as stated above. The decisions of the Promotion Judges shall be final in all matters pertaining to the judging and selection process.

The three (3) Potential Contest Winners will be notified by email on or around 7/23/12 and will be required, as instructed, to provide required personal information and confirmation of compliance with the Official Rules, in order to confirm their eligibility and for Promotion administration and fulfillment purposes. Failure to properly provide the aforementioned information and confirmation by the date stated in the email may result in disqualification of the respective Potential Contest Winner and selection of the next highest rated Submitter.

5. CONTEST PRIZES: The three (3) Contest Winners whose Responses have been selected as the winning Responses will each receive as his/her prize one (1) five hundred dollar (\$500) REI® gift card (“Contest Prize”) (ARV of each Prize: \$500; Total ARV of all Contest Prizes: \$1,500.) Gift card must be used in compliance with its terms and conditions as stated at <http://www.rei.com/gift-card/terms.html>. **Limit:** Only one (1) Contest Prize per person and email address. A Contest Winner is eligible to win a Sweepstakes Prize.

6. SWEEPSTAKES ENTRY/RANDOM DRAWING/PRIZES/ODDS: To be eligible to participate in the Sweepstakes, a Submitter must have complied with the Promotion entry instructions stated in Section 3(A) through 3(D) above. On or around 7/23/12, an independent judging agency will conduct a random drawing to select the names of thirty (30) potential Sweepstakes Winners from among all eligible Responses received in the Promotion. Potential Sweepstakes Winners will be notified by email on or around 7/24/12 and will be required to provide personal information and confirmation of compliance with the Official Rules in order to confirm their eligibility and for Promotion administration and fulfillment purposes by the date stated in the email. Each Sweepstakes Winner will receive as his/her prize one (1) music gift card (“Sweepstakes Prize”) (ARV of each Prize: \$25; Total ARV of all Sweepstakes Prizes: \$750). Gift card must be used in compliance with its terms and conditions. **Limit:** Only one (1) Sweepstakes Prize per person and email address. A Sweepstakes Winner is eligible to win a Contest Prize. The odds of winning a Sweepstakes Prize are dependent upon the number of eligible Responses received.

NOTE APPLICABLE TO BOTH CONTEST AND SWEEPSTAKES PRIZE WINNERS: Sponsor has no responsibility for misplaced, lost, stolen or tampered with gift cards. Sponsor has no responsibility for a Contest Winner's or Sweepstakes Winner's inability or failure to accept or utilize the Prize as described herein. All federal, state and local taxes are solely the responsibility of each respective Contest or Sweepstakes Winner. Prizes will be mailed within three (3) to four (4) weeks of Contest Winner or Sweepstakes Winner verification, and they are not transferable or substitutable except by Sponsor with one of equal or greater value.

7. RESPONSIBILITIES OF SUBMITTER:

(A) REPRESENTATIONS/ WARRANTIES AS CONDITIONS OF ENTRY: By participating in this Promotion, a Submitter represents and warrants that: (i) s/he has the legal capacity to participate in this Promotion; (ii) s/he owns all rights and title to his/her Response, and the Response is solely his/her own original work; (iii) the Response does not infringe the intellectual property, privacy, publicity rights, or any other legal or moral rights of any third party; (iv) the Response has not been

entered in or won previous promotions, sweepstakes, or awards; and (v) neither the Response, nor any portion of it, has been previously published or distributed in any media.

(B) GRANTS/WAIVERS: By submitting a Response, each Submitter grants to Sponsor an irrevocable, exclusive, unlimited, unconditional and perpetual license to Sponsor and its affiliates, legal representatives, assigns, agents and licensees to copy, transmit, publish, post, feature, broadcast, display, adapt, exhibit, reproduce, encode, store, and/or otherwise to feature, use, reuse, or not use the Response and/or any portion of the Response, as submitted or as edited/modified in any way by the Sponsor, in its sole discretion in this Promotion in any and all media without limitation, worldwide and throughout perpetuity, without additional compensation, notice to, or approval from the Submitter. The Submitter understands and agrees that although s/he has granted Sponsor the above stated license to use or re-use his/her Response and/or any portion thereof as stated herein above, Sponsor, in its sole discretion, may elect not to so use any said Response. THE SUBMITTER REPRESENTS, UNDERSTANDS AND ACKNOWLEDGES THAT S/HE WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY IN EXCHANGE FOR GRANTING SPONSOR THESE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH RESPONSE BY SPONSOR OTHER THAN ANY PRIZE S/HE MAY RECEIVE HEREIN. The Submitter hereby waives all intellectual property rights, privacy/publicity rights or other legal or moral rights that might limit or preclude Sponsor's use of the Response and agrees not to sue or assert any claim against Promotion Entities arising out of or connected to the use of the Response or his/her participation in this Promotion.

(C) INDEMNIFICATION/RELEASE: By submitting a Response, the Submitter agrees to indemnify and hold harmless the Promotion Entities from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of them due to or arising out of the Response or his/her conduct in creating the Response or other actions in connection with this Promotion, including but not limited to claims for trademark infringement, copyright infringement; work product, violation of an individual's right of publicity or right of privacy; or defamation. The Submitter further agrees to release and hold harmless the Promotion Entities from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes his/her rights with regard to the Response and/or any portion thereof.

8. INTERNET/LIMITATIONS OF LIABILITY: No liability or responsibility is assumed by Sponsor or Promotion Entities resulting from Submitter's participation in, or attempt to participate in the Promotion. The Promotion Entities 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 Promotion. The Promotion Entities are not responsible for illegible, unintelligible, late, lost or stolen votes or posts; for incorrect or inaccurate information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Promotion; or for any technical or human errors that may occur in the processing of any votes, posts or other information in the Promotion. Persons found tampering with or abusing any aspect of the Promotion, 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 Promotion may be disqualified from participation in the Promotion at Sponsor's sole discretion. Additionally, any use of robotic, automatic, macro, programmed, third party or like methods to

participate in the Promotion will void any attempted participation effected by such methods and lead to 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 Promotion, to be acting in violation of these Official Rules; or to be acting with the intent to disrupt the intended operation of the Promotion. If Sponsor, in its sole discretion, determines that the Promotion is not or may not be capable of running as intended because of viruses, bugs, non-authorized human intervention or any other causes that corrupt or may corrupt the administration, security, fairness or proper play of the Promotion, Sponsor reserves the right in its sole discretion, to modify, suspend, cancel, or terminate the Promotion and proceed in a manner deemed fair and appropriate by Sponsor.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR ANY RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE 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.

NOTE REGARDING WARRANTIES: THE PROMOTION ENTITIES MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT AS REGARDS THE PRIZES. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL, OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. PLEASE CHECK YOUR LOCAL LAWS TO LEARN IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS APPLIES TO YOU.

9. PRIVACY POLICY: Any personally identifiable information collected during an individual'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.jeep.com/universal/privacy.html>.

10. PUBLICITY RIGHTS: By participating in this Promotion, Submitters agree to allow Sponsor, and/or Sponsor's designees the perpetual right to use their names, biographical information, photos and/or likeness, videos, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, 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.

11. RELEASE: By participating in this Promotion, Submitters release and agree to indemnify and hold harmless Promotion Entities, 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 Promotion or acceptance of the Prize, or arising out of participation in any Promotion-related or Prize-related activity, whether hosted by Sponsor or a third party.

12. DISPUTE RESOLUTION: Except where prohibited, by participating in the Promotion, Submitters 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 Submitter 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 Submitter hereby consents and submits 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 Submitter 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 Submitter be entitled to receive attorneys' fees or other legal costs; (d) under no circumstances will Submitter be permitted to obtain injunctive or other equitable relief and Submitter's sole remedy will be an action at law for damages to the extent allowed by sub-paragraphs (c) and (e) of this Section 12; and (e) under no circumstances will Submitter be permitted, and Submitter hereby waives 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 Submitter 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.

13. GENERAL: By entering this Promotion, Submitters agree to abide by these Official Rules as stated herein and the decisions of Sponsor, which are final and binding in all matters pertaining to this Promotion. Submitters waive any right to claim ambiguity in these Official Rules.

14. WINNER LIST: To obtain the name of the Winners, send a properly stamped self-addressed envelope, postmarked by 7/31/12, to Winners List, Freedom of the Open Road Promotion, 35610 Mound Road, Dept. 900, Sterling Heights, MI 48310.

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

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