

Honda Civic Tour Drive Away with Paramore Sweepstakes

COMPLETE OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VALID IN THE 48 CONTIGUOUS UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY.

- 1. HOW TO ENTER:** The Honda Civic Tour Drive Away with Paramore Sweepstakes (“**Sweepstakes**”) begins at 7:00:00 a.m. (Pacific Daylight Time [“**PDT**”])/10:00:00 a.m. (Eastern Daylight Time [“**EDT**”]) on April 15, 2010 and ends at 8:59:59 p.m. PDT/11:59:59 p.m. EDT on October 31, 2010 (“**Sweepstakes Period**”). The Sweepstakes Administrator’s computer is the official time-keeping device for the Sweepstakes. There are two ways to enter: Either 1) Go online to the web site at www.hondacivictour.com, complete the online entry form and submit it in accordance with the on-screen directions during the Sweepstakes Period (“**online entry**”); or 2) Find an official Sweepstakes entry kiosk at each Honda Civic Tour Paramore concert site, complete the on-screen entry form and submit it in accordance with the on-screen directions prior to close of the venue on the date of the concert (“**on-site entry**”). **There is a limit of one entry per person and per email address via any method of entry.** All online entries must be received by 8:59:59 p.m. PDT/11:59:59 p.m. EDT on October 31, 2010. On-site entries must be received by the close of the venue on the day of the concert. Any use of automated, robotic, macro, programmed or similar quick-entry programs is prohibited. Attempts to exceed the maximum number of entries permitted or to use more than one (1) email address may result in disqualification. Neither American Honda Motor Co., Inc. (“**Sponsor**”) nor RPMC, LLC (“**Sweepstakes Administrator**”) will correspond regarding receipt of entries. All entries submitted become the sole property of Sponsor and will not be returned.
- 2. ELIGIBILITY:** To enter the Sweepstakes, you must, at the time of entry, be a lawful, permanent resident of the 48 contiguous United States or the District of Columbia, be 18 years of age or older, be physically located in the 48 contiguous United States or the District of Columbia, and be a licensed driver. Sweepstakes is void in Alaska, Hawaii, Puerto Rico, U.S. territories and possessions, outside of the U.S. and where prohibited by law. The Sweepstakes and any web sites, web pages and advertisements relating thereto are intended for viewing only within the United States. Entries received from persons residing outside of the eligible geographic areas, or where restricted or prohibited by law, will be disqualified. Employees, officers and directors of American Honda Motor Co., Inc., Rubin Postaer and Associates, Marketing Factory, Inc., RPMC, LLC., their advertising and promotion agencies, and their respective parent companies, affiliates, subsidiaries and agencies (collectively, the “**Sweepstakes Entities**”), and their immediate families (parents, siblings, children and spouses of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers and directors are ineligible to participate in this Sweepstakes.
- 3. DRAWING AND NOTIFICATION:** The Sweepstakes Administrator, an independent judging organization whose decisions are final and binding in all matters relating to this Sweepstakes, will conduct a random drawing on or about November 5, 2010, to select the winner of the prize described herein. Odds of winning a prize depend on the number of eligible entries received. Each potential prize winner will be notified by telephone, mail and/or email, at Sponsor’s discretion. If a potential winner does not respond to the Sweepstakes Administrator’s notification attempt within five (5) days from the first notification attempt, then such person may be disqualified and an alternate potential winner may be selected from among all eligible entries received. With respect to notification by telephone, such notification will be deemed given when the potential winner engages in a live conversation with the Sweepstakes Administrator or when a message is left

on the potential winner's voicemail service or answering machine by the Sweepstakes Administrator, whichever occurs first. All notification requirements, as well as other requirements within these Official Rules, will be strictly enforced.

4. PRIZE:

One (1) Grand Prize: A 2010 Honda Civic Si Coupe customized by the band Paramore which will include all season, M&S-rated, ultra high performance Toyo tires, 18" Lace Konig wheels, and KW Suspension. The exterior includes a Honda Factory Performance sport muffler and upgraded aero parts with a lower front spoiler, larger side skirts and a lower rear spoiler. The prize includes a complete MOTHERS® detailing kit. The custom satin finish exterior paint consists of shifting shades of burgundy, orange, gold and yellow with custom graphics and designs by Paramore. Included in the Grand Prize are the sales tax, destination charges and delivery charges for the vehicle. The Approximate Retail Value ("**ARV**") of this Civic is \$44,424. In addition to the Civic, the Grand Prize winner will also receive a customized Speciale Fixed LTD Drop bicycle by Masi Bikes, autographed by members of Paramore. The ARV of the Masi bike is \$930. The ARV of the Grand Prize is \$45,354. The winner is responsible for any expenses not specifically described above as included that are associated with the prize, including but not limited to: registration, license fees, insurance, extended warranties and all other costs incurred in claiming, registering or using the vehicle. The winner is also responsible for all costs associated with any optional accessories ordered by such winner. The prize will be delivered to the residence of the Grand Prize winner. The Grand Prize winner must take possession of such prize no later than thirty (30) days after receiving notice that the prize is ready for delivery. The winner must provide Sponsor with evidence of insurance and a valid driver's license prior to taking delivery of a vehicle.

All taxes, upgrades and any other expenses not specifically identified in these Official Rules as included in the prize are the responsibility of the winner. No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. Sponsor makes no representation or warranty that the customized, artist-rendered Grand Prize vehicle or customized, autographed Masi bike can be sold, bartered, or traded for at the stated value. Values are subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. Sponsor has not made, and Sponsor is not responsible in any manner for, any warranties, representations, or guarantees, express or implied, in fact or law, relating to the prizes, including, without limitation, their quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the prizes or any components thereof. All customized parts are warranted by the applicable manufacturer. There is no warranty for the custom paint. Sponsor is not responsible for any repairs or damages arising from customized parts.

5. **RELEASES/TAXES:** The potential winner will be required to execute and return an Affidavit of Eligibility, a Liability Release and a Publicity Release (except where prohibited) (the "**Affidavit/Release**"). Although you must be 18 years of age or older to enter this Sweepstakes, if the winner is deemed a minor in his/her state of residence, then the parent/legal guardian of such minor must sign any documents required herein on behalf of such minor. All Affidavit/Releases must be returned within the time indicated in the documents. If such documents are not returned within that time, or if an entrant is found to be ineligible, or if he/she does not comply with the Official Rules, then the potential winner will be disqualified, and an alternate potential winner will be selected from among all eligible entries received. If prize documentation or prize notifications are returned as undeliverable, this will result in disqualification, and an alternate potential winner will be selected from among all eligible entries received. Except as otherwise explicitly provided herein, all federal, state, local

or other tax liabilities, including but not limited to use taxes and income taxes or like amounts in connection with a winner's award, acceptance or use of a prize will be the sole responsibility of the winner.

- 6. PRIVACY:** Except where prohibited by law, participation in this Sweepstakes and/or acceptance of a prize constitutes permission for the Sweepstakes Entities to use the winner's name, photograph, likeness, statement, biographical information, voice and address (city and state) on a worldwide basis and in all forms of media, in perpetuity and without further compensation in connection with this Sweepstakes. Entry in the Sweepstakes constitutes consent to the transfer of the personal information collected from the entrant to the Sponsor for the purposes of administering the Sweepstakes and for such other purposes to which entrant may consent as outlined herein or on Sponsor's web site. All information submitted to the Sponsor as part of this Sweepstakes will be treated in accordance with the Sponsor's privacy policy, available at www.hondacivictour.com. Sponsor may provide you with an opportunity to opt-in to authorize use of your personal information to send you future information on Honda products. By opting-in you authorize Sponsor to send such information to you. By entering the Sweepstakes, you also authorize Sponsor to provide your personal information to third party fulfillment companies so that such companies may process and deliver prizes to the winner.
- 7. SWEEPSTAKES CONDITIONS:** This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and Sweepstakes Administrator, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. By entering, winner and entrants also agree to release, discharge, indemnify and hold harmless Sweepstakes Entities and each of their respective officers, directors, employees, agents and representatives, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind, resulting in whole or in part, directly or indirectly, from a) acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes, b) any malfunction or other problem with the Sweepstakes web site, c) any error in the collection or retention of entry information, or d) any typographical or other error in the printing, offering or announcement of any prize.
- 8. LIMITATIONS OF LIABILITY:** Sweepstakes Entities are not responsible for lost, late, misdirected, undeliverable or incomplete online or on-site entries (whether submitted by potential entrants or with the assistance of Sponsor's representatives) due to system errors or failures or faulty transmissions or other telecommunications malfunctions; and/or online or on-site entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete or garbled computer or telephone transmissions, typographical or system/human errors and failures, or faulty transmissions, or for any problems or technical malfunction(s) of any telephone network or lines, cable connections, or satellite transmissions, computer online systems, servers or providers, computer equipment, or entries not received by Sponsor on account of technical problems or traffic congestion on the Internet or at a web site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate. The Sweepstakes Entities are also not responsible for any malfunction of the entire Sweepstakes web site or error in the collection, processing or retention of entry information.
- 9. TERMINATION/SUSPENSION/MODIFICATION OF SWEEPSTAKES:** If for any reason this Sweepstakes is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity, fulfillment or proper conduct of the Sweepstakes, the Sponsor reserves the right at its sole discretion to terminate, modify or suspend the Sweepstakes and to select a winner by conducting a random drawing from those eligible entries received up to the

termination/suspension date. Sponsor may also disqualify or prohibit an entrant from participating in the Sweepstakes or winning a prize in this or any other promotion conducted by Sponsor if, at its sole discretion, it determines that said entrant has violated the Official Rules or has threatened or is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices (including the use of automated quick-entry programs), or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

10. **RULES/WINNER INFORMATION:** To receive winner information or an additional copy of these Official Rules, send a self-addressed, stamped envelope by November 30, 2010, to: Honda Civic Tour Drive Away with Paramore Sweepstakes, P.O. Box 8991, Calabasas, CA 91372-8991. Please specify "Rules" or "Winner Information." Vermont residents may omit return postage. You may also view the Official Rules at www.hondacivictour.com or on the Sweepstakes entry kiosk(s) at each Honda Civic Tour concert site.
11. **SPONSOR:** American Honda Motor Co., Inc., 1919 Torrance Boulevard, Torrance, CA 90501.
12. **SWEEPSTAKES ADMINISTRATOR:** RPMC, LLC, 24013 Ventura Boulevard, Calabasas, CA 91302.