

2010 Tri City Mitsubishi Lancer Contest Terms & Conditions

1. Description of "Contest." The Mitsubishi Lancer Car Give-A-Way, (Contest) is sponsored by Braeger's Tri City Mitsubishi ("Sponsor"), 6133 South 27th Street, Milwaukee, WI 53221. Sponsor will award one (1) prize to one (1) winner, selected in a random drawing of all eligible entries received during the Promotional Period. Multiple creative representations of the prize will be promoted through multiple web sites, radio ads, direct mail and other advertising outlets. Only one (1) new 2010 Mitsubishi Lancer will be awarded across all participating web sites and all creative representations. Entries may be submitted through the braeger.com web site or one of its promotions, through a participating Affiliate site or via U.S. mail as described below.

2. Promotion Period. The Contest promotion begins February 1, 2010, at 6:00:00 am Central Time ("CST") and ends March 25, 2010, at 11:59:59 pm CST (the "Promotion Period"). All entries must be received during the Promotion Period. One (1) qualifying contestant will be chosen from all eligible entries received online from the www.braeger.com website and/or all eligible entries received by mail. One (1) qualifying contestant will be chosen from all eligible entries received online from www.1037KISSFM.com website. One (1) qualifying contestant will be chosen from all eligible entries received on the day of the contest at Braeger's Tri City Mitsubishi between the hours of 9:00am and 11:59:59am on Saturday, March 27, 2010. From these qualifying and eligible contestants, only one (1) winner will be drawn on March 27, 2010 at Braeger's Tri City Mitsubishi location at Noon.

3. How to Enter. To enter online, complete the online entry form provided by Tri City Mitsubishi at www.braeger.com, or complete the online entry form provided by www.1037KISSFM.com by completing either of the online entry forms, you are agreeing to be notified by e-mail if you are the winner of the Sweepstakes. To enter by mail, send a 3.5" x 5.5" postcard, including your name, address, phone number, age and e-mail address (if applicable) to Tri City Mitsubishi c/o 2010 Lancer Give Away, 6133 South 27th Street, Milwaukee, WI 53221. All mail entries must include a phone number to be considered eligible. To enter "On-Air" you must call into 103.7 KISSFM and be selected as an on-air participant in the "Guess the Answer, Win the Lancer" part of this contest. You may also enter the contest in person on the day of the drawing, Saturday, March 27, 2010, at Braeger's Tri City Mitsubishi location of 6133 South 27th Street, Milwaukee, WI 53221. In person entries will be eligible to enter the contest from 9:00am until 11:59:59am, on Saturday, March 27, 2010 at Braeger's Tri City Mitsubishi. All parts of the entry must be filled out correctly; incomplete, illegible, misdirected, or postage due entries, or entries received through impermissible or illegitimate channels are void. Only one (1) entry per person or e-mail address is permitted per household regardless of method of entry unless otherwise noted by Sponsor. Duplicated weekly entries will be voided. Entries become the property of Sponsor and will not be returned. In the unlikely event the Sponsor encounters technical or equipment failures such as telephone network lines failing, computer online systems failing, servers and/or provider services go down, or human error in connection with the sweepstakes, etc., the Sponsor and promoters will not be held responsible.

4. Eligibility. NO PURCHASE IS NECESSARY TO WIN. The contest is open to legal residents of the US who are at least eighteen (18) years of age or older. Void where prohibited or restricted by law. To be eligible to win entries must be received by Sponsor in the format designated in step 3 above. Employees of Sponsor, its parents, subsidiaries, affiliates, suppliers or their immediate families are not eligible. By entering, entrant agrees to abide by these Official Rules and the decisions of the Sponsor, which are final and binding.

5. Description of Prize. One (1) new 2010 Mitsubishi Lancer will be awarded to a qualified winner. No substitution, assignment or transfer of prize is permitted, except by Sponsor, who reserves the right to substitute a prize of equal or greater value. Maximum cash value for all creative representations shall not exceed \$10,000 USD.

6. Drawing and Awarding of Prize. A random drawing will be made of all eligible and correctly completed entries received during the Promotion Period. Winner must be present and will be notified by in person on the day of the contest. Winner will be required to complete and return an affidavit of Eligibility, Liability, and Publicity Release within fourteen (14) days of attempted delivery. Failure to comply with these Official Rules, failure to execute and return the required documents within 14 days of attempted delivery or the return of the prize notification as undeliverable, will result in awarding the prize to an alternate winner. Upon alternate winner's failure to comply with these Official Rules, failure to execute and return the required documents within 14 days of attempted delivery or the return of the prize notification as undeliverable, the alternate winner forfeits the prize and no additional alternate winner shall be chosen. Entry constitutes permission to post winner's name on the Sponsor's website and the use of the winner's name, photo and hometown for purposes of advertising without further compensation unless prohibited by law. By accepting the prize, winner agrees that Sponsor, its affiliates, distributors, advertising and promotional agencies and suppliers and all of their respective officers, directors, employees, representatives and agents shall have no liability for, and shall hold all such parties harmless against damage, loss or injury that may arise in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of prizes or participation in this contest. Offer void where prohibited.

7. Miscellaneous. The contest is subject to all applicable laws in Wisconsin. Void where prohibited. Sponsor may prohibit entrants from participating in the contest and disqualify entries if they attempt to enter the contest through means not described in the rules, attempt to disrupt the contest or circumvent the rules, act in an un-sportsmanlike manner or with an intent to annoy or harass any other entrant or sponsor(s). Sponsor reserves the right to cancel or suspend the contest should virus, bugs, unauthorized human intervention, or other causes beyond the control of the Sponsor or Promoters, corrupt the administration, security, fairness, integrity, or proper operation of the contest. All decisions are final. Sponsor makes no warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of the contest prize including, but not limited to, quality, merchantability or fitness for a particular prize.

Entrants agree that any and all claims, disputes and causes of action arising out of or related to the contest shall be resolved, without resort to any form of class action, exclusively by the appropriate courts in Milwaukee County, Wisconsin in accordance with the laws of the State of Wisconsin, without giving effect to conflict of law rules which would cause the application of the laws of any other jurisdiction.

8. Winner's List. To see the winner of the 2010 Mitsubishi Lancer Give Away, visit the www.braeger.com website or send a self addressed, stamped envelope to:

Braeger Automotive Group
c/o Lancer Give Away
6133 South 27th Street
Milwaukee, WI 53221

9. Publicity. Except where prohibited, participation in the contest constitutes winner's consent to Sponsor's and Promoter's use of winner's name, likeness, voice, opinions, hometown, photo, state and country for promotional purposes in any media without further payment or consideration.

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

10. Limitations of Liability. The Released Parties are not responsible for: (1) incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the contest (2) technical failures of any kind, including but not limited to the 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 contest; (4) technical or human error which may occur in the administration of the contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property, including but not limited to entrant's computer, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the contest, receipt or use or misuse of any prize, or from downloading any material from Sponsor's or Promoter's website(s), regardless of whether the material was prepared by Sponsor, Promoter or a third party, and regardless of whether the material is connected to Sponsor's or Promoter's website by a hypertext link. If, for any reason, an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the contest, provided that, if it is not possible to award another entry due to discontinuance of the contest, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. 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.

11. Disputes. Entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Wisconsin or the appropriate Wisconsin State Court located in Milwaukee County, Wisconsin, U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this contest, 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, 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant, Sponsor and Promoter in connection with the contest, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin, U.S.A.

12. Data Collection. Sponsor and Promoters collect personal information from you when you enter the contest.

13. Winner List: Winner List requests will only be accepted after the promotion end date (listed above) and no later than May 1, 2010. For the Winner List, send an email with subject line: "Winner List Request," to www.braeger.com.

1. ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF WISCONSIN 18 AND OLDER. VOID WHERE PROHIBITED. Contest ends March 25, 2010 at 11:59:59 p.m. ET. For Official Rules and complete details, VISIT www.braeger.com and click on TERMS & CONDITIONS located on the entry page of the website.

2. ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS WISCONSIN 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Contest ends March 25, 2010 at 11:59:59 p.m. ET. For Official Rules and complete details, VISIT www.braeger.com and click on TERMS & CONDITIONS located on the entry page of the website.

3. Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends March 25, 2010 at 11:59:59 p.m. ET. To enter and for Official Rules, visit www.braeger.com.

4. Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of WISCONSIN 18 years or older. Contest ends March 25, 2010 at 11:59:59 p.m. ET. To enter and for Official Rules and complete details, VISIT www.braeger.com and click on TERMS & CONDITIONS located on the entry page of the website.