

MY EVERY DAY ROAD TRIP CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE THE LIKELIHOOD OF WINNING.

1. ELIGIBILITY

My Every Day Road Trip Contest (“Contest”) is offered to legal residents of the 50 United States, the District of Columbia who are at least 19 years old as of the date of entry. Void where prohibited by law. Employees, advisors, or representatives of Cooper Tire & Rubber Company (“Sponsor”) and its parents, affiliated and subsidiary companies, advertising and promotional agencies, and prize sponsors, as well as the immediate family (spouse, mother, father, sister, brother, daughter, or son, regardless of where they live) of such persons or members of their households (whether related or not) are not eligible. By entering, you agree to these Official Rules and the decisions of Sponsor, which are final and binding in all respects.

2. ENTRY PERIOD

The Contest begins on March 1, 2013 at 9:00 a.m. Eastern Time and all entries must be received by March 29, 2013 at 4:59 p.m. Eastern Time (the “Entry Period”). Entries received prior to or after the Entry Period will be disqualified.

3. CONTEST DESCRIPTION / HOW TO PLAY

No purchase necessary to enter or win. A purchase will not improve the likelihood of winning.

To enter the Contest, register at www.facebook.com/CooperTire. During registration, you will be asked to provide your first name, last name, phone number, and email address. You will also be asked to share your story about what makes your every day road trip unique. Tell us what makes your every day road trip not-so-everyday in one of the following ways: a video, photo, or text story. The type of entry (i.e., video, photo, or text story) you submit will determine which portion of the Contest you will be entered into and which prizes you are eligible to compete to receive. **LIMIT ONE ENTRY PER PERSON, regardless of which portion of the Contest you enter. Multiple entries in the Contest will be disqualified.** If you submit multiple entries (e.g., both a video entry and a photo entry or two video entries), the first entry you submit will be deemed your entry, and all later submissions will be disqualified. All entries must be received during the Entry Period.

Video Portion of the Contest: Entrants electing to submit a video must create a video that is three minutes or less. Size limit for all video submissions is 200MB. Each video entry must be submitted in .mov, .wmv, or .mp4 format and uploaded within the video submission section on the Facebook entry tab on the Contest page of Sponsor’s Facebook page.

Photo Portion of the Contest: Entrants electing to submit a photo must create a photo that is 4MB or smaller. Photos must be uploaded within the photo submission section on the Facebook entry tab on the Contest page of Sponsor’s Facebook page. Each photo entry must be submitted in .jpg, .png, or .gif format.

Text Story Portion of the Contest: Entrants electing to submit a text story must create a text story that is 1000 characters or less. The text story must be typed into the text submission section of the Facebook entry tab on the Contest page of Sponsor’s Facebook page.

In connection with submission of your video, photo, or text story, Sponsor reserves the right to send you a release confirming Sponsor’s rights to use your video, photo, or text story as described in these Official Rules. In order to be in compliance with these Official Rules, you must sign and return the release within five days of Sponsor sending the release to you, which release, if you are not of the legal age of majority in your state or province of residence, must be signed by your parent or legal guardian. The information provided in the release form must match the information provided during registration. If your video or photo includes any persons other than you, you must obtain their prior consent to the submission of the video or photo in the Contest. If Sponsor sends you a release, the release must also be signed by any individual pictured in the video or photo (or, if the person is under the age of 18

or otherwise not of the legal age of majority in his/her state or province of residence, by his/her parent or legal guardian).

If you are not of the legal age of majority in your state or province of residence, you should ask your parent's or legal guardian's permission before attempting to create any entry for the Contest and must obtain a parent's or legal guardian's approval prior to submitting an entry into the Contest.

All entries must not have previously been submitted to a contest or other promotion, and you must not have previously granted any licenses with respect to the entries to any third party for any commercial purposes.

Entries must be in English. Entries may not (i) include material that is unlawful, obscene, defamatory, libelous, threatening, pornographic, harassing, hateful, racially, ethnically, or otherwise offensive, or encourages conduct that would be considered a criminal offense, give rise to civil liability, violate any law, or is otherwise inappropriate; (ii) post advertisements or solicitations of business; (iii) infringe the copyright or other intellectual property rights of any person or entity (including, for example, by incorporating someone's copyrighted music, video, photographs, drawings, artwork, or other material that is subject to third-party proprietary rights or using someone's trademarks or proprietary logos, unless you have written permission from their rightful owner to post the material and to grant Sponsor all of the licensed rights described in these Official Rules); (iv) violate any privacy or publicity rights of any person or entity (including, for example, incorporating the name, portrait, picture, voice, likeness, or biographical information of any other individual, unless you have written permission from their rightful owner to post the material and to grant Sponsor all of the licensed rights described in these Official Rules); (v) publish falsehoods or misrepresentations that could damage Sponsor or any third party; (vi) impersonate another person; (vii) feature or refer to any tires other than Sponsor's tires; or (viii) contain any trademarks, service marks, names, or brands of any party other than Sponsor (including any such trademarks, service marks, names, or brands on street signs, panoramic views, or clothing); provided that Sponsor's trademark may only be used for the limited purpose of creating the entry for the Contest and not for any commercial purposes. Contest entries must be consistent with Sponsor's positive image (and portray Sponsor in a positive light) and be suitable for publication for general audiences, as determined exclusively by Sponsor.

Sponsor reserves the right to disqualify, or subsequently remove from entry or display, any entry that, in Sponsor's sole discretion, Sponsor determines violates these Official Rules.

By submitting an entry, you warrant and represent to Sponsor that (1) the information contained in the entry is true and correct in all material respects and Sponsor may rely on such information in its efforts to comply with applicable laws and regulations; (2) you have all of the rights and authority necessary to submit the entry in the Contest in compliance with these Official Rules, including the right to contract in your own name, the right to publish the video, photo, or text story, and the right to grant the rights granted hereunder; (3) the entry is in all respects free and clear of all claims and rights of third parties; (4) the entry is the original work of you, is owned by you, including the copyright therein, except where you have obtained written permission from the rightful owner as described in these Official Rules; (5) the entry complies with the requirements set forth in Section 3 ("Contest Description / How To Play") of these Official Rules; and (6) you have not made any commitment for the use or publication of the entry to any person or entity for any commercial purposes or otherwise made any commitment in a manner that would conflict with the rights and licenses granted to Sponsor as described in these Official Rules.

Sponsor may review entries for content before being published or judged; however, such review does not relieve entrant from responsibility for compliance with all of these Official Rules.

No responsibility is assumed by Sponsor for lost, late, misdirected, incomplete, postage-due, mutilated, or illegible entries or for any human, computer, online, telephone, or technical malfunctions that may occur, or for any printing, typographical, or other errors in any materials associated with the Contest. All entries become the property of Sponsor (subject to Section 4 below) and will not be returned to entrant.

4. SPONSOR'S RIGHTS TO USE ENTRIES SUBMITTED IN CONTEST

By submitting an entry, you grant Sponsor a worldwide, royalty-free, sublicensable, and transferable right and license to use, reproduce, distribute, prepare derivative works of, publish, display, broadcast, and perform the video, photo, or text story entry (including your name, portrait, picture, voice, likeness, or biographical information, if any,

included in the entry) in connection with the Contest, Sponsor's Facebook page, Sponsor's YouTube page, Sponsor's Twitter page, Sponsor's Web site and Sponsor's (and its successor's) business in any media formats (including television), and through any media channels. The foregoing license will be perpetual and non-exclusive; except that, for a period of two years from the end of the Entry Period, the foregoing license will be exclusive to Sponsor with respect to any commercial use of the video, photo, or text story entry.

The right and license granted to Sponsor includes the right of Sponsor to (1) post the entry on Sponsor's Facebook page at www.facebook.com/coopertire, Sponsor's YouTube page at www.youtube.com/CooperTire, Sponsor's Twitter page at www.Twitter.com/CooperTire, and Sponsor's Web site at www.coopertire.com; (2) provide the entry to the judges; (3) post the finalist entries on Sponsor's Facebook page for public viewing and vote; (4) use the entry to promote Sponsor's My Every Day Road Trip campaign and any future marketing campaigns or initiatives; (5) maintain the entry in Sponsor's database for the purpose of keeping records of the Contest; (6) edit, modify, format, or adapt the entry for Sponsor's own purposes and use such revised version to the same extent as the original entry; and (7) use the entry for advertising and promotional purposes. You also waive and release your moral rights in your entry and any rights of privacy and publicity in connection with the use of your name, portrait, picture, voice, likeness, or biographical information or the name, portrait, picture, voice, likeness, or biographical information of any other person in the entry in accordance with the foregoing right and license. You understand and agree that the right and license also gives each user of Sponsor's Facebook page, YouTube page, or other Web sites where Sponsor posts the entry a non-exclusive right and license to access your entry through the Facebook page, YouTube page, or other Web site, and to use, reproduce, distribute, prepare derivative works of, publish, display, broadcast, and perform such entry as permitted under Facebook's, YouTube's, or the applicable Web site's terms of use.

All copyrights and other intellectual property rights, other than the limited rights and licenses granted in these Official Rules, will remain with the entrant.

You understand and acknowledge that your entry may receive exposure on the Internet or other public forums, including Sponsor's Facebook page, where the entry may be the subject of public comments. Sponsor is not responsible for any remarks, including any critical or derogatory remarks, posted by the public pertaining to you or your entry.

5. WINNERS SELECTION

Video Portion of the Contest: Five finalists will be selected in the video portion of the Contest, each of whom will be awarded one prize, and a final grand prize winner will be selected from the five finalists, who will receive the grand prize. A panel of judges will use the following judging criteria to narrow the entries in the video portion of the Contest to five finalists:

- 25 points Compelling story
- 25 points Creativity of entry
- 25 points Originality of My Every Day Road Trip
- 5 points Passion for Cooper tires.

The five entrants who receive the highest scores out of 80 possible points will be the finalists and will be awarded one prize. For clarity, the video will be judged based on the content of the video, rather than on the technical aspects of creating a high quality video.

Then, on or about April 15, 2013 for a period of three weeks, those five finalists' videos will be posted on Sponsor's Facebook page at www.facebook.com/coopertire with final voting closing at 4:59 p.m. ET on the final day (the "Voting Period"). During the Voting Period, individuals will be invited to select the video with the best public appeal. The public will be made aware of the opportunity to vote through participation in Sponsor's "My Every Day Road Trip Sweepstakes," a separate promotion. To be eligible to vote on the video with the best public appeal, individuals will be required to register online with Sponsor for that promotion through Sponsor's Facebook page and meet the same eligibility criteria as described in Section 1 of these Official Rules. Votes will be limited to one per person per day during the Voting Period. The date for opening the Voting Period may be delayed beyond April 15, 2013 until the date on which the five finalists (or any alternative finalists) have responded to the notice of having been selected a finalist and provided the required documentation, as described below.

At the end of the Voting Period, each of the five finalists will be assigned up to 20 points as his or her public appeal score based on the percentage of the total number of votes he or she received from those cast. That public appeal score will then be added to the points awarded to him or her by the Judges' Panel, and the finalist who has received the highest score out of 100 possible points will be the grand prize winner.

In the case of a tie, the five finalists or the grand prize winner, as applicable, will be determined by the entry's score in the Compelling story criterion. If a tie still exists, successive individual criteria will be used likewise, in order of their relative ratio to the overall 100 possible points (or, in the case of criteria with the same relative ration, in the order those criteria are set forth above).

Judging will be conducted between March 30, 2013 and April 5, 2013. The five finalists will be notified by email or telephone within approximately seven days following the close of judging and will be required to respond within two days (and provide the documentation described in Section 7 below) in order to claim the prize. The grand prize winner will be determined at the end of the Voting Period and will be notified by email or telephone within seven days of determination and will be required to respond within five days (and provide the documentation described in Section 7 below) in order to claim the prize.

Finalists are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by Sponsor in its sole discretion.

Photo & Text Story Portions of the Contest: One prize will be awarded in the photo portion of the Contest, and one prize will be awarded in the text story portion of the Contest. A panel of judges will use the following judging criteria:

- 30% Compelling story
- 30% Creativity of entry
- 30% Originality of My Every Day Road Trip
- 10% Passion for Cooper tires

For clarity, the photo will be judged based on the content of the photo, rather than on the technical aspects of creating a high quality photo. In the case of a tie, the winner will be determined by the entry's score in the Compelling story criterion. If a tie still exists, successive individual criteria will be used likewise, in order of their relative ratio to the overall 100 possible points (or, in the case of criteria with the same relative ration, in the order those criteria are set forth above).

Judging will be conducted between March 30, 2013 and April 9, 2013. The winners will be notified by email or telephone within 14 days following the close of judging and will be required to respond within five days (and provide the documentation described in Section 7 below) in order to claim the prize.

Selection of Winners Generally (in all portions of the Contest): Entries will be judged by a panel of judges. All decisions by the judges will be final and binding. Each selected winner (including each selected finalist) is subject to verification of eligibility and compliance with these Official Rules before being entitled to any prize (or to move onto the second phase of the video portion of the Contest, if applicable).

Sponsor reserves the right to advance fewer than five finalists to the public vote phase of the video portion of the Contest if, in Sponsor's sole discretion, it does not receive a sufficient number of eligible and qualified video entries. If the number of eligible entrants is less than five or less than five finalists are selected, then not all prizes may be awarded, in Sponsor's discretion. In addition, Sponsor reserves the right not to award a prize in the photo or text story portions of the Contest if, in Sponsor's sole discretion, it does not receive any eligible and qualified photo or text story entries, respectively.

6. PRIZES

Video Portion of the Contest: Each of the five finalists will receive one voucher for a new set of four Cooper Tires (not to exceed a value of \$800 in the aggregate for all four tires), together with installation at any Cooper Tire

affiliated dealer. Installation at Cooper Tire affiliated dealer will include mounting and balancing of the tire(s). All other expenses not specified herein are the responsibility of the winner. Approximate retail value of each finalist prize is \$800.

The grand prize winner selected from the five finalists will receive a gasoline gift card(s) totaling \$5,000 (which the winner can put towards gasoline for a year). All other expenses not specified herein are the responsibility of the winner. Approximate retail value of grand prize is \$5,000.

Photo & Text Story Portions of the Contest: The winner of the photo portion of the Contest will receive a gasoline gift card(s) totaling \$500 (which the winner can put towards gasoline for a month). All other expenses not specified herein are the responsibility of the winner. Approximate retail value of photo portion prize is \$500.

The winner of the text story portion of the Contest will receive a gasoline gift card(s) totaling \$100 (which the winner can put towards gasoline for one week). All other expenses not specified herein are the responsibility of the winner. Approximate retail value of photo portion prize is \$100.

Prizes Generally: Approximate retail value of all eight prizes is \$9,600. No assignment, transfer, or substitution of prizes is permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize is unavailable. All federal, state, provincial, and local taxes are the sole responsibility of winners.

7. GENERAL CONDITIONS

The Contest is governed by, and these rules will be construed and interpreted pursuant to, the laws of the State of Ohio, United States, without regard to conflicts of law rules that may require the application of the laws of another jurisdiction. Furthermore, by entering this Contest, each entrant agrees that 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 or the appropriate Ohio State Court located in the Hancock County, Ohio.

Each winner must execute 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 the time period set forth above in Section 5. If a winner is not of the legal age of majority in his/her state or province of residence, a parent or legal guardian must execute all documents and fulfill all requirements imposed on the winner as set forth herein (both on behalf of the parent/guardian and the winning minor), and the prize may be awarded in the name of the parent or legal guardian. A selected winner may be disqualified, and, in such case, an alternate winner will be selected from among the remaining eligible entries, if a selected winner (i) fails to meet the eligibility requirements, (ii) does not respond to notification of being a potential winner in the time period required by Section 5 or otherwise cannot be reached because the prize notification or prize is returned as non-deliverable, or (iii) fails to return documents in a timely manner.

Where permitted by law, by accepting the prize, each winner agrees to grant to Sponsor, and its licensees, affiliates, and assigns, the right to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including the World Wide Web, at any time or times, the winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional consideration. Further, by accepting the prize, each winner agrees, and by entering the Contest, each entrant agrees, to release and hold harmless Sponsor, Facebook, Inc., their respective parents, affiliates, subsidiaries, advertising and promotional agencies, and their respective directors, officers, employees, representatives, and agents, and prize sponsors from 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 Contest-related activity, participation in the Contest, or from any permitted use by Sponsor of the entry. Void where prohibited. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or Sponsor's Facebook page or Web site; to be in violation of the terms of use of the Facebook page or Web site; to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. Any use of robotic, automatic, programmed, or like entry methods will void all such entries by such methods.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE DELIBERATELY ANY WEB SITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to entries submitted by multiple users having the same email or Facebook account, the authorized subscriber of the email or Facebook account used to enter the Contest at the actual time of entry, as assigned by an Internet access provider, online service provider, or other organization that is responsible for assigning email or Facebook addresses or the domain name associated with the submitted email or Facebook address, will be considered the sole entrant. Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law.

8. LIMITATIONS OF LIABILITY

Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Web site users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error that may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction or unauthorized access to Sponsor's Facebook page. **Sponsor is not responsible for injury or damage to entrants or caused by entrants or to entrants' or any other person's computer related to or resulting from participating in the Contest or downloading materials from or use of Sponsor's Facebook page.** If, for any reason, the Contest is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right in its sole discretion to cancel, terminate, modify, or suspend the Contest and select the winners from entries received prior to the action taken. IN NO EVENT WILL SPONSOR, ITS PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING OR PROMOTIONAL AGENCIES, OR ITS 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 DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES OR DAMAGES FOR LOST PROFITS, REVENUE, OR OPPORTUNITY, OR FOR BUSINESS INTERRUPTION) THAT EXCEED THE AGGREGATE VALUE OF ALL THE PRIZES TO BE AWARDED, IN EACH CASE, ARISING OUT OF THE PROMOTION OR CONDUCT OF, OR ANY ENTRANT'S PARTICIPATION IN, THE CONTEST OR OUT OF ENTRANT'S ACCESS TO AND USE OF SPONSOR'S INTERNET SITE OR THE DOWNLOADING FROM AND/OR PRINTING OF MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON SUCH SITE OR ANY PRIZE WON IS PROVIDED "AS IS" WITHOUT WARRANTY OR CONDITION OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. Some jurisdictions may not allow the limitation 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.

9. PRIVACY

By entering the Contest, entrants will be sharing their personal information with Sponsor. By entering, entrants agree to Sponsor's use of entrant's personal information for the purposes of the Contest (including the proper administration and fulfillment of the Contest), any other purpose outlined in these Official Rules, and any other purpose described in Sponsor's Privacy Policy at <http://us.coopertire.com/Privacy-Policy.aspx>. In the event of a conflict between these Official Rules and Sponsor's Privacy Policy, to the extent it applies, these Official Rules will control.

10. OFFICIAL RULES & WINNERS LIST

For a copy of the Official Rules, go to http://social.wezog.com/CT/CooperTire_Contest_Rules.pdf or send a self-addressed stamped envelope before August 1, 2013 to: Cooper Tire My Every Day Road Trip Contest Rules, 225 West Station Square Drive, Ste. 500, Pittsburgh, PA 15222. The names of the winners will be posted on Sponsor's Facebook page following verification of the winners. In addition, the names of the winners may be obtained after May 31, 2013, by sending a self-addressed stamped envelope to: Cooper Tire My Every Day Road Trip Contest

Winner's List, 225 West Station Square Drive, Ste. 500, Pittsburgh, PA 15222. All requests must be received before August 1, 2013.

11. SPONSOR

Cooper Tire & Rubber Company
701 Lima Avenue
Findlay, OH 45840

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