

Official Rules for the 2017 Mercedes-Benz One Year Lease Sweepstakes

No Purchase Required to Enter or Win

1. Eligibility: The **2017 Mercedes-Benz One Year Lease Sweepstakes** (Sweepstakes) is open only to persons who: (a) are legal residents of one of the fifty (50) United States, the District of Columbia or the U.S. Virgin Islands; (b) are twenty-one (21) years of age or older; (c) are holders of current and valid drivers' licenses; and (d) have completed entering all applicable data into the Find-a-Dentist® feature of ADA.org (accessible via the ADA.org/findadentist web page) ("Entrant"). Officers, directors, trustees, and employees of the ADA, or any affiliate of the ADA, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such individual, are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Sponsor: The Sweepstakes is sponsored by the American Dental Association (ADA), 211 East Chicago Avenue, Chicago, IL 60611 (Sponsor).

3. Agreement to Official Rules: Participation in the Sweepstakes constitutes Entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon fulfilling all requirements of these Official Rules.

4. How to Enter: All dentists who complete entering all applicable data in the Find-a-Dentist® feature of ADA.org (accessible via the ADA.org/findadentist web page) by 11:59 P.M. PDT on May 1, 2017 shall be automatically entered in the Sweepstakes. There is a limit of one (1) entry per person, and subsequent entries will be disqualified.

5. Drawings: At approximately 4:00 p.m. CST on May 5, 2017, at the ADA Headquarters Building, 211 East Chicago Avenue, Chicago, Illinois 60611, the name of a potential winner shall be selected at random from all valid and eligible entries. The odds of being selected depend on the number of eligible entries. You do not need to be present to win. The Sponsor will attempt to notify the potential winner by May 15, 2017.

6. Requirements of the Potential Winner: The potential winner will be required to begin their vehicle lease within six (6) months of being notified. The potential winner will be required to complete all lease documentation furnished by Mercedes-Benz USA, LLC and provide a copy of the potential winner's driver's license and proof of insurance prior to accepting possession of the vehicle. Except where prohibited, as a condition of receiving a prize, the potential winner will also be required to complete and return an affidavit of eligibility and liability/publicity release (the "Affidavit/Release") within seven (7) days of being notified. If the potential winner fails to sign and return the Affidavit/Release (where applicable) within the required time period, or if it is determined by Sponsor, in its sole and absolute discretion, that the potential winner is not eligible or declines to participate or receive a prize in accordance with these Official Rules, an alternate entrant shall be selected in his/her place in a random drawing of all entries received.

7. Prize: A one (1) year lease of a Mercedes Benz automobile, subject to the regular and customary terms contained in such lease, to be used within the United States and with a mileage limitation of Fifteen Thousand (15,000) miles. The potential winner will be able to choose either a Mercedes Benz C class sedan or a Mercedes Benz GLC sport utility vehicle (the "Prize Vehicle") to be provided by Mercedes-Benz USA, LLC ("MBUSA"), subject to vehicle availability and current inventory levels. Any applicable sales tax, license and registration fees, dealer documentations fees and lease acquisition fees are included in the award and, together with the Prize Vehicle, are collectively referred to as the "Prize". The color, features and equipment of the Prize Vehicle shall be within the sole and absolute discretion of MBUSA. MBUSA will, at its sole cost and expense, deliver the Prize Vehicle to the potential winner's home or office on a date that shall be mutually agreed upon between the potential winner and MBUSA, and the Prize Vehicle will be retrieved by MBUSA from the same location one (1) year later. The estimated value of the Prize is up to Fifteen Thousand Dollars (\$15,000.00), depending on the equipment with which the Prize Vehicle is equipped. The Prize is not transferable. At the Prize Winner's option, the Prize Winner can elect to receive

a cash award of Ten Thousand Dollars (\$10,000.00) in lieu of and as a substitute for the Prize. No or other substitution may be made, except by the Sponsor, who reserves the right to substitute a Prize Vehicle with another Prize Vehicle of equal or greater value if the Prize Vehicle originally chosen is not available for any reason as determined by the Sponsor in its sole discretion.

Except as indicated in these Official Rules, any local, state or federal taxes associated with any Prize awarded in connection with the Sweepstakes are the sole responsibility of the Prize Winner. The Prize Winner will also be required to disclose his/her social security number for the purpose of issuance of a Form 1099 for tax purposes. Except as indicated in these Official Rules neither Sponsor nor MBUSA are liable for the payment of any taxes associated with the Prize. Sponsor shall also file the appropriate disclosures with all relevant federal, state and local taxing authorities related to the Prize and will issue the potential winner with a 1099 Tax Form. The Prize Winner should consult with a tax advisor concerning the tax consequences of winning the Sweepstakes.

The Prize Winner shall be solely responsible for all fuel costs for the Prize Vehicle and all tolls, parking and/or moving violations associated with his/her use of the Prize Vehicle during the one (1) year lease period. The Prize Winner shall also be responsible for insuring the vehicle during the one (1) year lease period and shall also be responsible for all damage to the Prize Vehicle while it is in the Prize Winner's possession, normal wear and tear excepted.

8. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the Prize at random from among the eligible entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

9. Export Restrictions: Prize Winner hereby acknowledges and agrees that the Mercedes-Benz passenger vehicle acquired by it in accordance with the terms of this Sweepstakes, shall remain under operation by Prize Winner and may not be exported from the United States without the prior written consent from MBUSA in its sole discretion. Customer further acknowledges and agrees to comply with any and all policies regarding minimum holding periods for the vehicle as well as any vehicle export policies as may be instituted by MBUSA from time to time. In the event of a violation of this obligation, Prize Winner agrees to pay MBUSA and MBUSA reserves the right to recover payment from Prize Winner, any special fleet incentives provided to Prize Winner on any such vehicle that has found to be removed from the United States as well as all reasonable costs uncured by MBUSA in the collection of said payments, including reasonable attorney's fees and court cost.

10. Release and Limitations of Liability: By entering the Sweepstakes, each Entrant agrees, and by accepting the Prize or the alternative cash payment, the Prize Winner agrees, to release, indemnify and hold harmless Sponsor and MBUSA and their respective parents, subsidiaries, affiliates, officers, directors, employees and representatives ("the Released Parties") from and against any liability, loss, damage, cost, and expense that the Released Parties may suffer as a result of any claims, suits, demands, actions, causes of action ("Claims"), penalties, expenses, or costs, including reasonable attorneys' fees ("Losses"), whether foreseen or unforeseen, that may be made or had against the Released Parties arising from or in connection with the Sweepstakes, including, but not limited to, all such Claims and Losses arising from: 1) any prize won; 2) the negligence, reckless acts, and/or intentional or willful misconduct by Entrants, any potential prize winner or the Prize Winner; 3) any injuries, death, damage to persons or property, losses, or other damage of any kind that the Entrants, any potential prize winner or the Prize Winner may sustain which may be caused, directly or indirectly, in whole or in part, from or in connection with their participation in the Sweepstakes or receipt of any prize, unless prohibited by law; and 4) any claims based on publicity rights, defamation, misappropriation, false association, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property related cause of action and/or breach of contract.

IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF (1) ENTRANTS' ACCESS TO AND USE OF THE SWEEPSTAKES, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES; OR (2) PRIZE WINNER'S USE OF THE PRIZE VEHICLE. IN NO EVENT SHALL THE RELEASED PARTIES' TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, OR CAUSES OF ACTION EXCEED \$100. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES AND ALL PRIZES ARE 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. THESE LIMITATIONS OR EXCLUSIONS OF LIABILITY ARE SUBJECT TO APPLICABLE LAW.

As a condition of entering the Sweepstakes, Prize Winner gives consent for Sponsor to obtain and deliver his/her name, address, and other information to third parties for the purpose of administering this Sweepstakes and complying with applicable laws, regulations, and rules. Any information Entrants provide to Sponsor may be used to communicate with Entrant in relation to this Sweepstakes or on a Sweepstakes winner's list. Sponsor is not responsible for any typographical or other error in the printing of this offer, administration of the Sweepstakes, or in the announcement of prizes. In the event Sponsor is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including, but not limited to: fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes. In the event of cancellation, Sponsor will award the Prize to an Entrant randomly selected from among all valid and eligible entries received up to the time of such Force Majeure event.

11. Publicity. Entrants hereby grant to the Sponsor of the Sweepstakes, and/or MBUSA, unrestricted perpetual permission to use his or her name, voice, photograph or other likeness in any and all media now known or hereafter developed, including, but not limited to, JADA, ADA.org, ADA News, ADA News Today, ADA Professional Product Review or the Internet, without compensation or notice, for any purpose, including, without limitation, the award of the Prize or publicizing the Sweepstakes, the Sponsor, Sponsor's publications, MBUSA and/or Mercedes-Benz.

12. Disputes: Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Illinois. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor or MBUSA in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

13. Sweepstakes Rules and Results: A copy of the Official Rules is available for download at ADA.org/findadentist. To request a copy of the Official Rules or the name of the Prize Winner, send the request together with a self-addressed stamped envelope to: 2017 Mercedes-Benz One Year Lease Sweepstakes, Division of Integrated Marketing and Communications, American Dental Association, 211 E Chicago Ave, Chicago, IL 60611. Requests must be received by June 15, 2017.