

OFFICIAL RULES

M2 Business Media Diamondback Trace Bike Sweepstakes

05/30/17 – 06/16/17

NOTICE TO ONLINE ENTRANTS

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsors on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsors and the independent judging organization, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these official rules may result in disqualification from the Sweepstakes. Sponsors reserves the right to: (i) permanently disqualify from any Sweepstakes it Sponsors any person it believes has intentionally violated these official rules; and (ii) withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winners from among all eligible entries received prior to withdrawal.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSORS RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Eligibility: The **M2 Business Media Diamondback Trace Bike Sweepstakes** (the "Sweepstakes") is open to legal residents of the 50 United States, and the District of Columbia, age 18 or older at the time of entry. Void outside the US, in Canada, and Puerto Rico, and wherever else prohibited by law. Employees of M2 Media Group, Inc. (the "Sponsor"), and their subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members of, and/or those living in the same household of each, are not eligible to enter. Giveaway is subject to all applicable federal, state and local laws and regulations.

Entry: There are 2 ways to enter.

Method #1: Visit <http://cdn.mercurymagazines.com/121-12197235/index.html> and follow all entry instructions to complete and submit the online entry form. **Online entries must be received between 12:01 AM Eastern Time ("ET") on Tuesday, May 30, 2017, and 11:59 PM ("ET") on Friday, June 16, 2017 (the "Sweepstakes Entry Period").** Online entrants are subject to all notices posted online including but not limited to the Sponsor's Privacy Policy. **Limit: One (1) online entry per email address per day.** In the event of a dispute, online entries will be deemed to have been submitted by the Authorized Account Holder of the email address submitted at the time of entry. "Authorized Account Holder" means the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

Method #2: Mail a postcard, including your name and complete address, to: **M2 Business Media Diamondback Trace Bike Sweepstakes**, 1127 High Ridge Road, #335, Stamford, CT 06905. **Each postcard must be mailed separately and must be postmarked between Tuesday, May 30, 2017, and 11:59 PM ("ET") on Friday, June 16, 2017, and received by Friday, June 16, 2017.** You may enter as many times as you wish by mail. Photocopied, illegible, or mechanically reproduced entries are not eligible. All entries become the property of the Sponsors and will not be returned or acknowledged. Sponsors are not responsible for lost, late, damaged, misdirected or postage-due entries.

Prize/Approximate Retail Value ("ARV")/Odds:

Grand Prize: One (1) Grand Prize is available to be won is Diamondback Trace Bike.

Total ARV of Grand Prize: \$499.00.

Total Approximate Retail Value (ARV) of all prizes being offered: \$499.00.

Odds of winning will depend upon the total number of eligible entries received, but is estimated at **1:10,000.**

Random Drawing: The winner will be selected in a random drawing taking place on or about **Friday, June 16, 2017** from among all eligible entries received. It will take place at the offices of M2 Media Group, LLC whose decisions are final.

Grand Prize winner will be notified by email and requested to confirm their mailing address within 48 hours via return email. Prize will be sent to the address on the entry form or new address provided via email within 4-6 weeks of winner being verified.

If a prize notification or prize is returned as undeliverable, it will result in disqualification, and the prize will be awarded to an alternate winner in a separate random drawing. If a winner is otherwise eligible under these Official Rules, but is nevertheless deemed a minor in his or her state of primary residence, his/her prize will be awarded in the name of his/her parent or legal guardian who must execute the Releases on the minor winner's behalf.

Prize Conditions: Prize is non-assignable or transferable. No substitution is permitted except if prize or prize component is unavailable, in which case a prize of equal or greater value will be awarded. Any other incidental expenses on prize not specified herein are the sole responsibility of each winner. Except where prohibited by law, entry and acceptance of prize constitute permission to use each winner's name, prize won, hometown, likeness for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission. Gift cards are not redeemable for cash and will not be replaced if lost or stolen. Gift card usage is subject to the issuing company's complete terms and conditions, including expiration dates.

The winner is responsible for all federal, state and local taxes, if applicable.

Winner acknowledges that the Sponsor and all other businesses affiliated with this Sweepstakes and their agents do not make, nor are in any manner responsible for any warranty,

representations, expressed or implied, in fact or in law, relative to the quality, conditions, fitness or merchantability of any aspect of the prize being offered.

General: Participating entrants agree to these Official Rules and the decisions of M2 Media Group, and release the Sponsor and their affiliated companies, and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each, from all claims and liability relating to their participation in the promotion, and the acceptance and use/misuse of the prize offered. Winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Sweepstakes or use/misuse or redemption of the prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize.

Privacy: Personal information collected from online entrants is subject to the Privacy Policy of each company, which can be found at <https://www.mercurymagazines.com/privacy.html>

Official Rules: To request a copy of the Official Rules, send a self-addressed, stamped envelope by Friday, June 16, 2017, to: **M2 Business Media Diamondback Trace Bike Sweepstakes**, Official Rules Request, 1127 High Ridge Road, #335, Stamford, CT 06905.

Winner Confirmation: For a written confirmation of the winner (available after Friday, June 16, 2017), send a stamped, self-addressed envelope (no later than Wednesday, June 21, 2017), to **M2 Business Media Diamondback Trace Bike Sweepstakes**, Winner Confirmation Request, 1127 High Ridge Road, #335, Stamford, CT 06905.

Sponsor: M2 Media Group and its Affiliates, Inc - 1127 High Ridge Road, #335, Stamford, CT 06905

SWEEPSTAKES FACTS

PRIZE	RETAIL VALUE	NUMBER OF PRIZES	ODDS
Grand Prize Diamondback Trace Bike	\$499.00	1	1 in 10,000

You Have Not Yet Won. All entries have the same chance of winning. No one will know who the winner is until after the Sweepstakes ends.

Entry is Free. You don't have to buy anything to enter. Just fill out the fields in the online entry form and submit.

Enter as Often as You Like. Simply mail a postcard including your name, complete address, telephone number and email address to: **M2 Business Media Diamondback Trace Bike Sweepstakes**, 1127 High Ridge Road, #335, Stamford, CT 06905. **Each postcard must be mailed separately and must be postmarked between Tuesday, May 30, 2017, and 11:59 PM ("ET") on Friday, June 16, 2017, and received by Friday, June 16, 2017.** Each postcard must be mailed separately. It is not necessary to await receipt of an entry form.

Buying Won't Help You Win. Chances of winning without making a purchase are the same as the chances of someone who buys something.

Entry Deadline/Sweepstakes Closing Date. To be eligible to win each prize offered in this Sweepstakes, your entry must be received by the applicable Entry Deadline stated in this communication. If there is no Entry Deadline stated, your entry must be received by the Final Sweepstakes Closing Date of 6/16/17.

Void outside the US, in Canada, Puerto Rico, and wherever else prohibited.

