



DRIVE

DON ROSEN IMPORTS VIDEO EVENT



DON ROSEN IMPORTS VIDEO EVENT OFFICIAL RULES & REGULATIONS

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND
WILL NOT INCREASE YOUR CHANCES OF WINNING.**

Promotion Description

Don Rosen Imports "DRIVE – Don Rosen Imports Video Event" (the "Promotion") consists of a user generated video submission Contest ("Contest") and a Voter Sweepstakes ("Sweepstakes") as described below. By entering the Contest or registering to participate in Contest Voting and the Voter Sweepstakes, you agree to opt-in to receive email communications from Don Rosen Imports. If you have previously opted-out from receiving emails from Don Rosen Imports, that request will continue to be honored.

1. Eligibility

Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry and who did not purchase any equipment for purposes of entering the Promotion. Employees of Don Rosen Imports, Marketing Visions, Inc., and any of their parent and affiliate companies, any of their advertising/promotion agencies involved in this Promotion (collectively, the "Promotion Entities"), as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

2. Sponsor:

Don Rosen Imports, 1312 Ridge Pike Conshohocken, PA 19428.

Administrator:

Marketing Visions, Inc., 520 White Plains Road, Suite 500, Tarrytown, NY 10591.

3. Agreement to Official Rules

By participating in the Promotion, entrants fully and unconditionally agree to and accept these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing

The Promotion begins on October 14, 2009 at 12:00 a.m. Eastern Time ("ET") and ends on January 31, 2010 at 11:59 p.m. ET (the "Promotion Period"). The Promotion consists of three (3) phases as set forth in the chart below.

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Phase	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET
"Submission Phase"	October 14, 2009	November 20, 2009
"Judging Phase"	October 14, 2009	November 20, 2009
"Voting Phase"	November 25, 2009	January 31, 2010

Administrator's computer is the official time-keeping device for the Promotion.

5. How to Enter the Contest

During the Submission Phase, visit <http://drive.donrosenimports.com> (the "Website") and follow the links and instructions to upload one (1) video which demonstrates your "DRIVE – Don Rosen Imports Video Event" concept (as described below) ("Video"). Your Video must include a descriptive Title ("Title") that does not exceed thirty (30) words. The Title collectively with the Video is your Submission ("Submission"). Before your Submission is submitted into the Contest, you must also read and accept the terms of the Submission Release Form. By completing the registration and submitting your Submission, you agree that your entry conforms to the Video Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove your Submission and disqualify you from the Promotion if it believes, in its sole discretion, that your Submission fails to conform to the Guidelines and Restrictions.

Guidelines and Restrictions

- * The Video must be in avi, mov, mpg, mpg2, mpeg, mpeg2, mpeg4, mp4, 3gp, 3g2 or wmv format;
- * The Video must be at least ten (:10) seconds and not exceed three (3) minutes in length;
- * The Video must not exceed 40 MB in size;
- * The Video must not exceed 320x240 in dimension; and
- * The Video cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means.

6. Content Restrictions

The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;

The Submission must not contain brand names or trademarks, other than Don Rosen Imports (Audi dealership and/or Porsche dealership) (the "Sponsor Marks");

The Video must not contain images or artwork not created by entrant, other than the Sponsor Marks;

The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortuous, defamatory, slanderous or libelous;

The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;

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The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where Video is created; and

The entrant should be able to provide on request all appropriate clearances, permissions and releases for the Video, including releases from all persons appearing in the video, (in the event an entrant cannot provide all required releases, Sponsor reserves the right, in Sponsor's sole discretion, to disqualify the applicable Video, or seek to secure the releases and clearances for Sponsor's benefit, or allow the applicable Submission to remain in Contest).

Additionally, all Submissions must contain the following elements:

1. A mention (spoken or on screen) of Don Rosen Imports (Audi dealership, Porsche dealership, or both)
2. While videos can be about virtually any subject, they must communicate one of the following key messages:
 - * Don Rosen Imports — More Porsches. More Audis. More Love.
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 - * Don Rosen Imports — More Porsches. More Love.
3. A mention (spoken or on screen) of donrosenimports.com.
4. A mention (spoken or on screen) of Don Rosen Imports multiple locations
 - * Videos featuring Audi product must include mentions of Audi Wynnewood & Audi Conshohocken
 - * Videos featuring Porsche product must include mentions of Don Rosen Imports & Princeton Porsche
 - * Videos featuring both Audi and Porsche product must include mentions of Audi Wynnewood, Audi Conshohocken, Don Rosen Imports and Princeton Porsche

Note: Video submissions may contain original footage or mention of a specific Porsche or Audi Model; include firsthand testimonials of a Don Rosen Imports' client or Porsche/Audi owner; and/or discuss personal experiences involving Don Rosen Imports' service capabilities, parts inventory, and vehicle accessory offerings.

For logos or manufacturer supplied images (collectively, with the Sponsor Marks, the "Sponsor Materials"), email your request to contest@donrosenimports.com and they will be supplied at no cost.

By entering the Contest, each entrant acknowledges and agrees that: (a) Sponsor is granting entrants a limited, non-exclusive license to use the Sponsor Materials in connection with, and solely as a part of, the Contest, (b) entrants shall have no right, title or interest in the Sponsor Materials, and (c) any use of the Sponsor Materials other than as permitted by these Official Rules may constitute copyright infringement.

7. Representations and Warranties/Indemnification

Each person who enters this Contest represents and warrants as follows: (i) other than the Sponsor Materials, the Submission is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the Submission does not contain any computer virus, is otherwise uncorrupted, and is wholly original; (iii) if the Submission consists in whole or in part of elements other than the Sponsor Materials, such Sponsor Materials and Sponsor's use thereof do not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity; (iv) entrant is not a party to any agreement, whether written or oral, with any other person or entity which is inconsistent with or which will

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interfere with entrant's performance of his or her obligations hereunder or with the rights purported to be granted to Sponsor; and (v) the Submission does not and will not violate any applicable laws, and as of the date of submission, is not the subject of any actual or threatened litigation or claim. Each entrant hereby agrees to indemnify and hold the Promotion Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

8. Grant of Rights:

All Submissions will become the exclusive property of Sponsor, and none will be acknowledged or returned. Sponsor shall have the right to edit, adapt and publish any or all of the Videos, and may use them in any media without attribution or compensation to the entrant, his/her successors or assigns, or any other entity. SUBMITTING A SUBMISSION IN THIS CONTEST CONSTITUTES ENTRANT'S IRREVOCABLE ASSIGNMENT, CONVEYANCE AND TRANSFERENCE TO SPONSOR OF ANY AND ALL RIGHT, TITLE AND INTEREST IN THE SUBMISSION INCLUDING, WITHOUT LIMITATION, ALL COPYRIGHTS. Sponsor is not responsible for lost, late, incomplete, invalid, un-intelligible or misdirected Videos, which are disqualified.

Limit: Each entrant may submit one (1) Submission during the Submission Phase.

9. Finalist Determination:

Finalists will be determined via the process set forth below.

(a) Judging Phase: During the Judging Phase, qualified judges determined by Sponsor in its sole discretion will select up to the top three hundred (300) Entries (the "Finalists") based on the following criteria ("Judging Criteria"):

- Fit With Theme (40%)
- Delivery/Presentation (30%); and
- Creativity (30%)

In the case of a tie, the entrant whose Submission received the highest score in the "Fit With Theme" category will be deemed a Finalist.

Finalist Submissions will be posted on the Website on or about November 25, 2009. If any potential Finalist is found to be ineligible, or if he or she has not complied with these Official Rules or declines his/her status as a Finalist for any reason, such potential Finalist will be disqualified and his/her status as a Finalist may be given to the next highest scoring Submission.

10. Voting Phase/Grand Prize Winner Notification:

During the Voting Phase, a maximum of 300 (three hundred) Finalist Submissions will be posted at <http://drive.donrosenimports.com>. Registered members of the Website will be invited to vote for their favorite Submission. At the conclusion of the Judging Phase, the Grand Prize winner will be determined based on the total number of votes received for each Finalist Submission. Finalists will be disqualified if automatic voting software is used in their favor. Limit one (1) vote per registered member per day. The Grand Prize winner will be notified by telephone, e-mail, and/or mail using the contact information provided. In addition, if Sponsor elects, the announcement will also be posted online at the Website. The potential Grand Prize winner must also sign and return an Affidavit of Eligibility and a Liability/Publicity Release (the "**Prize Claim Documents**") prior to being declared the Grand Prize winner. If a potential Grand Prize winner fails or refuses to sign and return all Prize Claim Documents within three (3) days of notification

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(or a shorter time if required by exigencies), the potential Grand Prize winner may be disqualified and an alternate Grand Prize winner may be selected. Sponsor shall have no liability for any prize notification that is lost, intercepted or not received by the potential winner for any reason. If any potential Grand Prize winner does not respond within the time required by Sponsor, or if the prize winner notification is returned as unclaimed or undeliverable to any potential Grand Prize winner, such potential Grand Prize winner will forfeit his or her prize and an alternate Grand Prize winner may be selected. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason, such potential winner will be disqualified and the prize may be awarded to the next highest scoring Submission. In the case of a tie between Finalists during the Judging Phase, the Sponsor, in its sole discretion, will select the potential winner from the tied Submissions based on scores received during the Judging Phase.

Multiple voters are not permitted to share the same email address. Any attempt by any voter to submit more than the stated number of votes by using multiple/different email addresses, identities or any other method will void that voter's votes (if any) and he/she will be disqualified from further participation in the Promotion. Use of any automated system to vote is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected votes, which will be disqualified. In the event of a dispute as to any vote, the authorized account holder of the email address used to vote will be deemed to be the voter. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

11. Voter Sweepstakes ("Sweepstakes"):

During the Voting Phase, registered members of the Website will automatically receive one (1) Sweepstakes entry each time they vote on a Finalist in the Contest. Limit: Each entrant may vote one (1) time per day during the Voting Phase, and receive one (1) Sweepstakes entry. At the conclusion of the Voting Phase, Administrator will randomly select the potential Sweepstakes winner, from among all eligible entries received during the Voting Phase. Odds of winning the Sweepstakes depend upon the total number of eligible entries received. The potential Sweepstakes winner will be notified by mail, email or phone. The potential Sweepstakes winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to execute and return to Administrator, within ten (10) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release ("Affidavit") in order to claim his/her prize. If a potential Sweepstakes winner cannot be contacted, fails to execute and return the Affidavit within the required time period, or prize is returned as undeliverable, potential Sweepstakes winner forfeits the prize. If a potential Sweepstakes winner is disqualified for any reason, Sponsor reserves the right to award the Sweepstakes prize to an alternate potential winner. Only three (3) alternate Sweepstakes winners will be selected through this process, after which the applicable Sweepstakes prize will remain un-awarded.

12. Prizes:

a. Contest: One (1) Grand Prize: \$2,500

b. Voter Sweepstakes: One (1) Sweepstakes Prize: \$1,000. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Voting Phase.

For All Prizes: Prizes are non-transferable and no substitution will be made unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize for one of equal or greater value should it become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. ARV of all prizes: \$3,500.

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13. Publicity Release:

By participating in the Promotion, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant in or winner of the Promotion, each entrant irrevocably grants the Promotion Entities and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, biographical information and Submission (if applicable) in any and all media for any purpose, including without limitation, advertising and promotional purposes as well as in, on or in connection with the Website or the Promotion or other promotions, and hereby release the Promotion Entities from any liability with respect thereto.

14. Release:

By receipt of any prize, the applicable winner agrees to release and hold harmless the Promotion Entities and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

15. General Conditions:

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. If the Promotion is terminated for any reason before the designated end date, Sponsor will (if possible) select the winners from all eligible, non-suspect submissions received as of the date of the event giving rise to the termination. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

16. Limitations of Liability:

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to 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 Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. Sponsor is not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Promotion Entities are not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Promotion.

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17. Disputes:

Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion 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 Commonwealth of Pennsylvania; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, 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, indirect, 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania, U.S.A. without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania.

18. Entrant's Personal Information:

Information collected from entrant is subject to Sponsor's Privacy Policy.

19. Winner's List:

Winner's List requests will only be accepted after the promotion end date (listed above) and no later than March 3, 2010. Send a hand-printed, self-addressed, stamped envelope to:
Don Rosen Imports Contest, P.O. Box 673, Ardsley, NY 10502.

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1312 Ridge Pike, Conshohocken donrosenimports.com