

ALPFA / MERCEDES-BENZ CAR-LEASE GIVEAWAY

ALPFA, Inc. ("ALPFA"), Mercedes-Benz USA ("MBUSA"), and Mercedes-Benz Financial Services ("MBFS") are proud to present a brand-new program in which Mercedes-Benz is giving away two one-year-leases of their most popular cars to promote ALPFA membership growth and member data collection.

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The ALPFA / MERCEDES-BENZ GIVEAWAY ("Promotion" or "Sweepstakes"), sponsored by ALPFA, Mercedes-Benz USA, and Mercedes-Benz Financial Services (collectively, the "Sponsors") begins on September 1, 2017 and concludes on October 31, 2017 for Students and goes from September 1, 2017 through November 30, 2017 for Professionals (the "Promotion Periods").

By participating in the Sweepstakes, each Entrant unconditionally accepts and agrees to comply with, and abide by, these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects.

ELIGIBILITY: Open to all current ALPFA members who have an updated profile, with all data fields completed. Individuals who are not currently ALPFA members must join ALPFA within the promotional periods, complete a full data profile, and become eligible. New or renewing members may join ALPFA's Basic, Gold, or Platinum membership levels.

Sponsors, and their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees are ineligible to enter the Sweepstakes or win a prize. This Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited or restricted by law.

PRIZES:

1. A one-(1)-year-lease of a 2018 Mercedes-Benz SLC-Class Roadster (SLC 300R) will be awarded to an ALPFA Student member. This vehicle has a manufacturer's suggested retail value ("MSRPV") of \$60,615. The student car-lease winner will be announced on November 1, 2017. The winner will be notified via a phone call and in writing. Upon notification, qualifications and acceptance the winner will be announced through all ALPFA social media channels. Winner must agree to periodic social media publicity check-ins with the Sponsors during the term of the lease.



2. A one-(1)-year-lease of a 2018 Mercedes-Benz E-Class Sedan (E300 4Matic) will be awarded to an ALPFA Professional member. This vehicle has a manufacturer's suggested retail value ("MSRP") of \$60,830. The car lease winner for professionals will be announced on December 1, 2017. Upon notification, qualifications and acceptance the winner will be announced through all ALPFA social media channels. Winner must agree to periodic social media publicity check-ins with the Sponsors during the term of the lease.



LEASE PRIZE DISCLAIMERS:

This Sweepstakes is subject to all federal, state and local laws and regulations. Total value of each prize may vary due to rate fluctuations, vehicle selected, options, administrative and

financial factors, etc. The Sponsors reserve the right to substitute color and options based on those vehicles currently available in inventory at the time vehicles are awarded, as long as prize is of the same approximate retail value. No cash or vehicle substitutes or cash rebates, and no alternative prize or other substitution is permitted except at the sole discretion of Sponsors, in which case a prize of comparable retail value to the approximate retail value (ARV) of the lease will be awarded.

Winners will be required to complete an Affidavit of Eligibility and Liability and Publicity Release, which must be returned within fifteen (15) days of notification or the winner's rights to the vehicle will be automatically forfeited. In order to be eligible, Winners must possess a valid, unrestricted U.S. driver's license and meet Mercedes-Benz Financial Services' driving and credit underwriting guidelines. Winners are subject to credit approval by Mercedes-Benz Financial Services, must qualify for the lease, and will be required to complete a credit application to process the lease paperwork and any other documentation or screening required by the delivering dealer and/or MBFS. Winners are subject to all terms and conditions of the lease agreement, including, without limitation, returning the vehicle in the condition required by the lessor and with no more than 12,000 miles. Vehicle will be leased and delivered only within the United States from a dealership designated by Mercedes-Benz. Winners must take delivery of the lease vehicle at the designated Mercedes-Benz dealership. Vehicle delivery is conditional upon winners' execution and return of Mercedes-Benz Financial Services' customary motor vehicle lease documentation. Lease must commence no later than January 31, 2018.

Any travel or shipping / transportation costs associated with winning of the leased vehicle will be the responsibility of Sponsors. Sponsors shall not be responsible for delays in delivery of lease vehicle and delivery is subject to availability. Sponsors, however, shall use all reasonable efforts, subject to availability, to deliver the lease vehicle within one hundred eighty (180) days after receipt of required information from the Winners. Winners must personally retrieve the lease vehicle within thirty (30) days of written notification of delivery and must present adequate personal identification and evidence of legally required insurance or the winner's/winners' rights to the lease vehicle shall be automatically forfeited.

Winners will be responsible for all fees associated with the lease, with the exception of titling and registration, which will be handled by the designated dealer. Winners will be responsible for maintaining all insurance coverage required under the lease and under applicable laws, and shall be responsible for all taxes, including income taxes, ad valorem, sales taxes, luxury taxes, and use taxes. All other costs, including license, maintenance, gasoline, liabilities and/or claims under the lease, including, without limitation, excess miles, wear and use and/or damage to the lease vehicle, are the responsibility of the winner. Winners will be issued a 1099 for the value of the vehicle to be used in filing their income taxes.

The vehicle, when delivered, will have the express limited warranty normally provided with Mercedes-Benz vehicles distributed by MBUSA, which shall begin from the date of retail delivery. Sponsors will not provide and specifically disclaim any warranties other than the standard written new vehicle limited warranty provided with the vehicle. The vehicle must be

returned at the end of the 12-month lease term, and no extension or purchase option will be made available. Lease cannot be assigned or transferred to a third party and prize cannot be exchanged for cash. If the Winners do not accept the prize, there will be no exchange for cash or other goods.

SELECTION AND NOTIFICATION OF WINNERS: Winners will be selected via a random drawing upon all registered ALPFA members who satisfied the data collection criteria. The winners will be selected on November 1, 2017 (Student) and December 1, 2017 (Professional). Selection is final. Odds of winning will vary depending on the number eligible ALPFA members who enter.

Winners will be notified via email notification, on the selection date or within one week thereafter. Sponsors are not responsible for any delay or failure to receive notification for any reason. Any winner notification not responded to or returned as undeliverable may result in prize forfeiture.

LIMITATION OF LIABILITY: Sponsors assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; or (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Sweepstakes.

If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsors reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In such event, Sponsors shall immediately suspend all drawings and prize awards, and Sponsors reserve the right to award any remaining prizes in a manner deemed fair and equitable by Sponsors. Sponsors and Released Parties shall not have any further liability to any participant in connection with the Sweepstakes.

WINNERS LIST/OFFICIAL RULES: To obtain a copy of the Winners List or a copy of these Official Rules, send your request along with a stamped, self-addressed envelope to ALPFA, Inc., 801 S. Grand Avenue, Suite 400, Los Angeles, CA 90017. Requests for the names of the winners must be received no later than one month after the Promotion Period has ended. The winners list will be posted after winner confirmation is complete.