

MOTHERS HARD AT WORK

OFFICIAL RULES

GROUP 2 PARTICIPANTS

MOTHERS HARD AT WORK CONTEST IS VALID WITHIN A 50 MILE RADIUS FROM 3033 MIDDLEFIELD ROAD, REDWOOD CITY, CA 94063. VOID ELSEWHERE AND WHEREVER PROHIBITED (SEE BELOW FOR FURTHER ELIGIBILITY RESTRICTIONS). YOU MAY NOT ENTER THE CONTEST UNLESS YOU ARE 21 YEARS OF AGE OR OLDER AND A LEGAL RESIDENT OF, AND PHYSICALLY RESIDING WITHIN A 50 MILE RADIUS FROM LADYPARTS AUTOMOTIVE, 3033 MIDDLEFIELD ROAD, REDWOOD CITY, CA 94063 ON THE DATE YOU SUBMIT ESSAY FORM.

You can submit an essay form for Mothers Hard at Work Contest (Contest) starting at 6:30 p.m. Pacific Time (PT) on February 17, 2010. The deadline for submitting essay forms is 11:59 p.m. PT on April 16, 2010.

1. **Who's eligible to submit an essay for the Contest?** People who are at least 21 years of age on the date they fill out the on-line form described below to be considered for the Contest. You must also be a legal resident and physically located within a 50 mile radius from 3033 Middlefield Road, Redwood City, CA 94063. You are not eligible to submit an essay form for the Contest if you are an employee of LadyParts Automotive, Swirl Radio, and all of their respective partners, affiliates, trustees, advertising, promotion and public relations agencies and their respective officers, directors, employees, agents, independent contractors, representatives and agencies, assigns, successors, licensees, and distributors (collectively, the "Releasees"), an immediate relative of an employee or live in the same household as an employee of a Releasee.

In addition to submitting an essay, eligible participants in the Contest must be able to come to 3033 Middlefield Road, Redwood City, CA 94063, on May 1, 2010 and attend the Mother Hard At Work Celebration Event at LadyParts Automotive from 3 PM to 9 PM pacific time.

2. **What information do I need to provide on the Contest essay form?** You will be required to give your name, complete mailing address, e-mail address, telephone number (with area code), birth date and a 1 page (12 point font) essay describing your real life or nominees real life story. Limit: one (1) essay per person/e-mail address.
3. **When is the deadline for submissions?** 11:59 p.m. Pacific Time on April 16, 2010.
4. **How is the person chosen who will receive the car?** LadyParts Auto team and Swirl Radio will choose 3 semi-finalists from Group 1 by 2/22/10 and 3 semi-finalist from Group 2 by 4/20/10. Each semi-finalist will be interviewed by phone

by LadyParts Automotive team. Each semi-finalist will be asked to provide 3 references (only one family member and 2 professional references) to help validate their story.

5. LadyParts and Swirl will then choose 3 Finalists by 4/23/10. Each Finalist will be notified no later than 6:30 p.m. Pacific Time on 4/23/10. One (1) person will be selected by the LadyParts Auto Team and Friends as the Grand Prize Winner who will win the car. Grand Prize winner will be announced on May 1, 2010
6. **What is the Grand Prize?** One (1) Used vehicle plus 1 year service with LadyParts Automotive, Interview on Swirl Radio, Community Recognition, Makeover (Mani/Pedi, Makeup, and Hair), Full Body Massage, Flowers, lunch for the office/home (and maybe more). **Approximate retail value of all prizes: \$10,550.00**
7. **What is the Second Prize?** Interview on Swirl Radio, Community Recognition, Makeover (Mani/Pedi, Makeup, and Hair), Full Body Massage, Flowers, lunch for the office/home (and maybe more)
8. **What is the Third Prize?** Interview on Swirl Radio, Community Recognition, Hair Cut and Mani/Pedi, Flowers

Car recipient must take delivery of the car within ninety (90) days following the Mothers Hard At Work Celebration Event on May 1, 2010. Delivery date and time will be determined by LadyParts Automotive. Car recipient is responsible for all costs associated with any available upgrade/option packages and any other expenses related to the acceptance and use of the car not specified herein. Color of car, options and equipment will be determined by LadyParts Automotive in their sole discretion. Car recipient will be solely responsible for registration, license, title and insurance fees. Car recipient may be required to show proof of insurance and a valid driver's license will be required prior to taking delivery of and/or picking up the car as directed by LadyParts Automotive. The Automobile awarded may differ from any vehicle shown in Contest or other promotional materials. All details of the prize are at LadyParts Automotive sole discretion. If the finalist is unavailable to come on dates specified by LadyParts Automotive, the prize will be forfeited and LadyParts Automotive shall have the right to select an alternate potential winner provided sufficient time exists to confirm and verify the alternate potential winner. Winner and travel companion must travel on the same itinerary and participate in all Contest related activities together.

How will I find out if I was chosen to receive the car? The Grand Prize winner will be announced on May 1, 2010, subject to verification by the LadyParts Team that potential winner meet all applicable eligibility requirements, and have been selected as a finalist in the Contest. You will be required to come and attend the Mothers Hard At Work Celebration at LadyParts Automotive location on May 1, 2010. The recipient of the car will be announced during the event on May 1. If (i) you cannot be reached, (ii) you fail to respond to the notification, (iii) you decline to come, and/or (iv) your notification is returned as undeliverable, an alternate recipient may be selected in LadyParts Automotive sole discretion. The LadyParts Automotive team is not obligated to leave a voice mail message on your answering machine nor is that representative required to send more than one e-mail notification to you. If you, (i) within twelve (12)

hours of the notification, (a) fail to return a completed affidavit of eligibility, liability/publicity release, or other documents(s) as required by LadyParts Automotive, or (b) fail to provide LadyParts Automotive with a copy of your valid government issued photo identification or social security number; and/or (ii) are found to be ineligible in LadyParts Automotive sole discretion, an alternate recipient may be selected at LadyParts Automotive's sole discretion. LadyParts Automotive reserves the right to modify the notification and affidavit/release procedures in connection with the selection of an alternate recipient, if any. The address you provide on your essay form will serve as the address of record in respect of all mailings to you. Changes to that mail address may serve as a basis for disqualification.

9. Are there any other things I need to know before submitting my essay form? Yes there are and by submitting an essay form you agree to the following additional guidelines:

By submitting an essay, you agree that decisions made by LadyParts Automotive in connection with the Contest are final and binding in all matters, including interpretation of these Guidelines and awarding of the car, and cannot be appealed. By entering this Contest, each entrant hereby waives any claim of ambiguity in the Contest and these Guidelines. No substitution for the car will be offered. You cannot transfer the car to a third party and the cash value of the car will not be awarded in lieu of the car. Any applicable federal, state and local taxes, including, without limitation, excise tax (including sales tax), and other expenses not specifically set forth herein are the sole responsibility of the car recipient. The value of the car awarded and set forth above represents the Show's good faith determination of the approximate retail value thereof and that determination is final and binding and cannot be appealed. Any difference in the actual value of the car and the approximate retail value of the car stated in these Guidelines will not be awarded in cash.

Any person who supplies false information, enters the Contest by fraudulent means, or is otherwise determined to be in violation of these Guidelines in an attempt to obtain one of the franchises will forfeit the franchise awarded and may be prosecuted to the fullest extent of the law. All federal, state and local laws and regulations apply to the Contest.

LadyParts Automotive is not responsible for lost, late, corrupted, incomplete, destroyed, forged, illegible, damaged, tampered with, mass machine generated, unintelligible, incomprehensible, misdirected entries, or entries otherwise not in compliance with these Guidelines. LadyParts Automotive is not responsible for typographical or human errors, technical, hardware or software failures of any kind, lost or unavailable network connections or failed, incomplete, garbled or delayed software transmissions which may limit an entrant's ability to participate in the Contest or damage to your system as a result of participation in the Contest or downloading any information necessary to participate in the Contest. LadyParts Automotive each reserves the right in its sole discretion to cancel, terminate, suspend or modify the Contest if, in LadyParts Automotive's sole judgment, the Contest is not capable of

running as planned, including, without limitation, any computer virus, malfunction, tampering, unauthorized intervention, fraud, technical failure or other cause beyond its control which corrupts, threatens or adversely affects the administration, security, fairness, integrity or proper operation of the Contest, or any cause affecting the awarding of the franchise.

As a condition of submitting an essay, you agree to be bound by these Guidelines and the decisions of LadyParts Automotive. Except where prohibited by law, by submitting an essay, you consent to (i) the use of your name, voice, picture, likeness and biographical data and/or any other information contained in your essay in advertising, promotional and marketing materials by LadyParts Automotive and the Releasees worldwide in all media now known or hereafter discovered (including LadyParts Automotive and the Releasees' web sites) without additional compensation, notice, approval or review and (ii) the modification, editing, adaptation, electronic alteration, use, assignment and/or disposal of your essay however they see fit and for any purpose without any notice or compensation to you.

By participating in this Contest, entrants agree to release the Releasees from any liability whatsoever for any claims, costs, injuries, expenses (including, without limitation, attorneys' fees, court costs, costs of settlement and disbursements) losses or damages of any kind arising out of or in connection with participation in the Contest, or the downloading or accessing of essay materials, or the redemption, acceptance, possession or use/misuse of any prize awarded herein, or travel to or from, or participation in, any prize-related activity (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light). ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, LADYPARTS AUTOMOTIVE RESERVES THE RIGHT TO DISQUALIFY AND TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Any and all legal actions or claims arising in connection with this Contest shall be resolved individually without resort to any form of class action and shall be brought only in the courts located in San Mateo, County, California. These Guidelines and the Contest shall be governed by and construed in accordance with the laws of the State of California.