

Ride with The General® Sweepstakes Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT DOES NOT INCREASE YOUR CHANCE OF WINNING.

1. Eligibility: The Ride with The General® Sweepstakes (the “Sweepstakes”) is open only to legal residents of the United States (“US”), who are at least twenty one (21) years or age at the time of entry and are residents of Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Minnesota, Missouri, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming or the District of Columbia. Void in Alaska, Florida, Guam, Hawaii, Maryland, Massachusetts, Michigan, New Jersey, New York, Puerto Rico, Rhode Island, US Virgin Islands, or any other location outside the continental US, and wherever prohibited or restricted by law. The Sweepstakes is subject to all applicable federal, state and local laws and regulations. Employees of Sponsor, its respective parent companies, subsidiaries, affiliates, advertising and promotion agencies, as well as their immediate family (spouse, parents, sibling and children) and persons living in the same household of each, are not eligible to enter or win. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. For purposes of the Sweepstakes, an entrant’s residential address and e-mail address will be the entrant’s physical address and e-mail address at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

2. Agreement to Official Rules: Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. Sponsor: The General Automobile Insurance Services, Inc., a California corporation, 2636 Elm Hill Pike, Suite 510, Nashville, Tennessee 37214.

4. Sweepstakes Timing: The Sweepstakes begins on February 7, 2017 at 8:00 AM Central Time (“CT”) and ends on March 19, 2017 at 11:59.59 PM CT (the “Sweepstakes Period”). Sponsor’s computer is the official time keeping device for this Sweepstakes.

Grand Prize Entry Period: All eligible entries for the Grand Prize must be received between February 7, 2017 at 8:00 AM CT and March 19, 2017 at 11:59.59 PM CT (the “Grand Prize Entry Period”).

Weekly Prize Entry Periods: Entries for each Weekly Prize must be received during the following time periods (the “Weekly Prize Entry Periods”):

Prize	Weekly Prize Entry Period
Week 1 Prize	February 7, 2017 at 8:00 AM CT through February 12, 2017 at 11:59.59 PM CT
Week 2 Prize	February 13, 2017 at 8:00 AM CT through February 19, 2017 at 11:59.59 PM CT
Week 3 Prize	February 20, 2017 at 8:00 AM CT through February 26, 2017 at 11:59.59 PM CT
Week 4 Prize	February 27, 2017 at 8:00 AM CT through March 5, 2017 at 11:59.59 PM CT
Week 5 Prize	March 6, 2017 at 8:00 AM CT through March 12, 2017 at 11:59.59 PM CT

5. How to Enter the Sweepstakes: During the Sweepstakes Period, an eligible entrant may visit www.thegeneral.com/win (the “Website Entry Page”) and follow the on-screen instructions to complete

the registration process, which will require you to: (i) provide your first name and complete last name (no initials), email address, state of residence, and whether you are an existing customer of Sponsor; and (ii) agree to be legally bound by the terms and conditions of these Official Rules and Sponsor's Privacy Policy and Terms and Conditions on Sponsor's website. All information provided must be complete and true. Upon your successful submission of the completed registration you will receive one (1) entry into the Sweepstakes. Registration is free. Limit: one (1) entry per week per person per each Weekly Prize and six (6) entries per person for the Grand Prize (not including Bonus Grand Prize entries).

Bonus Grand Prize Entries for following us on Social Media: You will be awarded one (1) additional entry for the Grand Prize drawing by following or liking us on each of the listed Social Media sites during the Sweepstakes Period. Limit: three (3) bonus entries for the Grand Prize drawing per person.

Facebook®: If you are a Facebook user and are logged onto both the Website Entry Page and Facebook, while on the Website Entry Page, you may click the button that says "Like us on Facebook" to receive an extra entry. If you do not have a Facebook account, visit www.facebook.com and register in accordance with the enrollment instructions for a free Facebook account.

Twitter®: If you are a Twitter user and are logged onto both the Website Entry Page and Twitter, while on the Website Entry Page, you may click the button that says "Follow us on Twitter" to receive an extra entry. If you do not have a Twitter account, visit www.twitter.com and register in accordance with the enrollment instructions for a free Twitter account.

YouTube®: If you are a YouTube user and are logged onto both the Website Entry Page and YouTube, while on the Website Entry Page, you may click the button that says "Subscribe on YouTube" to receive an extra entry. If you do not have a YouTube account, visit www.youtube.com and register in accordance with the enrollment instructions for a free YouTube account.

This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Facebook®, Twitter® or YouTube®. Facebook®, Twitter® or YouTube® are completely released of all liability by each entrant in this Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor and not Facebook®, Twitter® or YouTube®.

Limit: nine (9) entries per person during the Sweepstakes Period by all methods. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, phone numbers, addresses, identities, IP addresses, use of proxy servers, registrations and logins, or any other methods will void that participant's entries and that participant will be disqualified. Use of any programmed, automated system, third party or like methods to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. 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.

NOTE: If an entrant participates via a mobile device, Message and Data Rates may apply.

Entry by Mailing In: You may enter by mail by printing your full name, complete address (including zip code), and daytime phone number on a 4" x 6" card and mailing it, postage prepaid, to: Ride with The

General® Sweepstakes, ATTN: Digital Marketing Department, 2636 Elm Hill Pike, Suite 510, Nashville, Tennessee 37214. Upon timely receipt of such card, you will be awarded one (1) entry into the drawing. Limit: one (1) mail-in entry per week per person per each Weekly Prize and one (1) mail-in entry per person for the Grand Prize. Limit: six (6) mail-in entries per person during the Sweepstakes Period.

Prize	Prize Mail-in Entry Required Postmark Date Periods
Week 1 Prize	February 7, 2017 through February 8, 2017
Week 2 Prize	February 13, 2017 through February 15, 2017
Week 3 Prize	February 20, 2017 through February 22, 2017
Week 4 Prize	February 27, 2017 through March 1, 2017
Week 5 Prize	March 6, 2017 through March 8, 2017
Grand Prize	February 7, 2017 through March 17, 2017

Mail-in entries must be received no later than three days following the last eligible postmark date for the applicable time period. Sponsor takes no responsibility for any lost, stolen, delayed, damaged, misdirected, late or destroyed mail-in entries.

6. Winner Selection: On or about the dates set forth below, Sponsor will randomly select one (1) potential winner for each prize from among all eligible entries received during the applicable Prize Entry Period:

Prize	Prize Draw Date
Week 1 Prize	Monday, February 13, 2017
Week 2 Prize	Monday, February 20, 2017
Week 3 Prize	Monday, February 27, 2017
Week 4 Prize	Monday, March 6, 2017
Week 5 Prize	Monday, March 13, 2017
Grand Prize	Monday, March 20, 2017

POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION OF THE ENTRANTS' ELIGIBILITY AND COMPLIANCE WITH THESE OFFICIAL RULES AS DETERMINED BY SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION. ALL DECISIONS BY SPONSOR ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES.

7. Prizes, Approximate Retail Value (“ARV”), and Odds of Winning:

PRIZES and ARV's:

Week 1 Prize and ARV: JBL® CHARGE 3 Bluetooth speakers (or comparable brand and model speakers) and \$60 Spotify® stored value gift card. Subject to the terms and conditions of the gift card issuer. ARV: \$200

Week 2 Prize and ARV: Apple® Watch Series 1 watch (or comparable model). ARV: \$400

Week 3 Prize and ARV: Ricoh® THETA S 360 camera (or comparable brand and model camera). ARV: \$400

Week 4 Prize and ARV: 55 inch flat screen TV. TCL® ROKU® Model 55US57 (or comparable brand and model TV). In Sponsor's discretion, the TV will either be shipped to the Winner's residence address or be made available for pick-up at the location of a major retailer selected by Sponsor. ARV: \$500

Week 5 Prize and ARV: “Free gas for a year (\$2,000).” Multiple stored value gas gift cards for a major gas retailer in a total amount of \$2,000. The value of “free gas for a year” is fixed at \$2,000 and was calculated based on 15,300 miles per year at 18 miles per gallon (which equals 850 gallons) using the price of \$2.3529 per gallon of self-serve regular gas (based on the AAA National Average Gas Price on January 13, 2017) described as “Free Gas for a Year.” Subject to the terms and conditions of the gift card issuer. ARV: \$2,000

Any differences between the actual value of the Weekly Prizes and the stated ARV (if less than the actual value) will not be awarded.

Wireless service or a source of HD programming is not included with any prizes and any fees and costs associated with device activation and use are the sole responsibility of the winner. The manufacturers of the prizes are not sponsors and not involved in this Sweepstakes in any manner. All product names are trademarks of their respective owners.

Grand Prize: The grand prize “Trip to Anywhere, USA” is the following trip package to and from anywhere in the continental US with a major metropolitan airport (“Grand Prize”): **(a)** Round-trip coach airfare within the Continental US for up to two (2) people (the Grand Prize winner and a guest of his/her choosing) via Sponsor’s selected air carrier, between the major metropolitan airport closest to the Grand Prize winner’s residence (as determined by Sponsor in its sole discretion) and the major metropolitan airport closest to the location in the Continental US selected by Winner (as determined by Sponsor in its sole discretion). The Grand Prize winner’s guest must be at least twenty one (21) years of age or be the minor child or legal ward of the Grand Prize winner. The Grand Prize winner is responsible for all in-flight charges (e.g., WI-FI, movies, alcoholic beverages, in-flight meals, telephone calls), and any other fees and expenses not specifically mentioned in these Official Rules. **(b)** Four (4) consecutive nights’ stay (one standard room, double occupancy; room and tax only) at a hotel selected by Sponsor in its sole discretion. The Grand Prize winner is responsible for all in-room charges (e.g., mini-bar, movies, telephone calls, meals, beverages, gratuities, upgrades, personal incidentals, amenities) and any other fees and expenses not specifically mentioned in these Official Rules. The Grand Prize winner will be required to provide a major credit card upon hotel check-in and all in-room charges will be charged to the credit card. Any damage to the room attributed to the Grand Prize winner or guest will be the responsibility of the Grand Prize winner. **(c)** A check made payable to the Grand Prize winner in the amount of \$1,000.00 to use towards meals, parking, ground transportation or other expenses.

Final details of the Grand Prize trip package will be determined by Sponsor in its sole discretion and administered by Sponsor or Sponsor’s authorized designee. The destination must be selected no later than May 15, 2017, and all travel arrangements must be finalized a minimum of sixty (60) days prior to departure. Sponsor will determine the flight itinerary in its sole discretion. Travel is subject to capacity controls, availability, weather, seasonal influences, and certain other restrictions, all of which are subject to change. Travel must be round-trip. Travel must be completed no later than December 31, 2017, or the Grand Prize will be forfeited in its entirety. Air transportation and hotel accommodations must be taken together and cannot be taken separately. No changes will be made to travel details once any element(s) of the travel arrangements have been booked, except at Sponsor’s sole discretion. All airline tickets issued in conjunction with the Grand Prize are non-refundable/non-transferable and are not eligible for upgrades, frequent flyer miles or any other promotional benefit. Sponsor will not replace any lost or stolen tickets, travel vouchers or certificates, checks or similar items once they are in the possession of the Grand Prize winner or guest. All expenses and incidental travel costs not expressly stated in the description above, including but not limited to, round trip transportation between the Grand Prize winner’s residence and any airport of origin, travel insurance, parking fees, tips, baggage fees, security fees, taxes or other expenses

or incidentals are the responsibility solely of the Grand Prize winner. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules and those set forth by Sponsor's selected air travel carrier, as detailed in the passenger ticket contract issued by such air carrier. Sponsor reserves the right to change travel dates as necessary.

All costs and expenses not specifically included herein are solely the Grand Prize winner's responsibility. The Grand Prize winner and his/her guest must be willing and legally able to travel to the Grand Prize destination and are each solely responsible for obtaining any desired or necessary travel documents (including valid government-issued photo identification). Grand Prize winner and guest must travel together on the same dates. The Grand Prize winner hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the Grand Prize. It is the responsibility of the Grand Prize winner and his/her guest to arrive at the designated airport in time for each flight that is part of the Grand Prize. If the Grand Prize winner is unable to participate in the Grand Prize trip during dates designated by Sponsor, the Grand Prize will be forfeited in its entirety.

In the event Grand Prize winner and/or his or her travel companion engage in behavior that (as determined by Sponsor in its sole and absolute discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip early, in whole or in part, and send Grand Prize winner and/or his or her travel companion home with no further compensation.

Sponsor bears no responsibility if any element or detail of the Grand Prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Grand Prize become unavailable, the Sponsor shall have no obligation to the Grand Prize winner aside from providing the remaining portion of the Grand Prize, minus any unavailable element or detail and no substitution or compensation will be provided for the unawarded elements of the prize.

Grand Prize ARV: The ARV of the Grand Prize is up to \$5,000. The ARV may vary depending on the city of departure and fluctuations in airfare charges and hotel rooms. Any difference between the actual value of the Grand Prize and the stated ARV (if less than the actual value) will not be awarded.

Odds of Winning: The odds of winning the prizes depends on the number of eligible Sweepstakes entries received during the Sweepstakes Period.

8. Verification of Potential Winners: Each potential winner will be contacted via e-mail, or at Sponsor's discretion, via telephone or US mail using the registration information provided at the time of entry after the random drawings. Before being a prize winner, the potential winner will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and Tax Acknowledgment (except where prohibited) ("Affidavit") in order to claim the prize. A potential winner must return a fully executed and notarized Affidavit to the Sponsor within ten (10) calendar days from the date it is postmarked as being sent to the potential prize winner. If the potential prize winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or, in the event that the potential winner fails to return an executed and notarized Affidavit within the ten (10) calendar day deadline, the prize may be forfeited, and in the Sponsor's sole discretion, the forfeited prize may be awarded to an alternate prize winner, selected in a random drawing from among all remaining eligible Sweepstakes entries, as determined by Sponsor in its sole discretion.

Sponsor will attempt to notify the potential winner as set forth above, but Sponsor is not responsible for any undelivered emails or mailings. A prize will only be awarded to a verified winner.

THE GRAND PRIZE WINNER (AND ANY OTHER PRIZE WINNER IF REQUIRED FOR THE PRIZE) WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE PRIZE AND MUST SUBMIT HIS OR HER SOCIAL SECURITY NUMBER OR TAXPAYER ID NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE, AND PAYMENT OF ANY REQUIRED WITHHOLDING, ARE SOLELY THE RESPONSIBILITY OF THE GRAND PRIZE WINNER

9. General Conditions and Release: By entering, each entrant agrees to comply with and be bound by these Official Rules, including entry requirements, and the decisions of Sponsor, and each entrant agrees to release, indemnify, and hold harmless Sponsor, its respective parent companies, subsidiaries, affiliates, advertising and promotional agencies (collectively, "Sweepstakes Parties") and each of their respective officers, directors, stockholders, employees, representatives, and Facebook®, Twitter®, and YouTube® ("Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under misappropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorney's fees) arising out of or relating to an entrant's participation in the Sweepstakes and/or entrant's acceptance, use or misuse of prize.

Without limiting the foregoing, everything regarding this Sweepstakes, including the prizes, is 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.

10. Publicity: By participating in the Sweepstakes and/or accepting the prize, each entrant agrees to allow the Sponsor and/or the Sponsor's designee, the perpetual right to use his/her name, address (city and state), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Sweepstakes and/or Sponsor for promotional, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

11. Other Conditions: If, for any reason, more than the stated number of notifications are sent (or more claims are received), Sponsor reserves the right to award the one (1) prize through a random drawing from among all eligible prize claims received. The right to receive the prize is non-assignable, non-transferable and no prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely the Grand Prize winner's responsibility. Sponsor shall not be held responsible for any delays in awarding the prize for any reason. If, after a good-faith attempt, Sponsor is unable to award or deliver the prize, the prize may not be re-awarded.

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, 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 Sweepstakes, as determined by Sponsor in its sole discretion. 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. If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, internet, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. Limitations of Liability: By participating in this Sweepstakes, entrants agree that the Sweepstakes Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (e) 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 Sweepstakes or receipt or use or misuse of any prize. Further, Sponsor is not responsible for any unanswered or undeliverable winner notifications.

13. Disputes: Except where prohibited, entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the US District Court for the Middle District of Tennessee or the appropriate Tennessee State Court located in Davidson County, Tennessee; (b) 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 (c) 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. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** These Official Rules and 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Tennessee, without giving effect to any choice of law or conflict of law rules (whether of the State of Tennessee or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Tennessee.

14. Entrant Information: Information collected from any entrant is subject to Sponsor's Privacy Policy which is available at www.thegeneral.com. By entering the Sweepstakes, you expressly agree to the terms of the Privacy Statement. When entering the Sweepstakes you will be asked whether or not you wish to opt in to receive promotional e-mails from Sponsor, and/or its related companies. If you choose to opt in, you may opt out of these e-mail lists at any time by following the opt out instructions in the e-mail.

15. Winner List: Winner List requests will only be accepted after the Sweepstakes end date (listed above) and no later than May 15, 2017. For a Winners List, mail in your request to Winners List - Ride With The General® Sweepstakes, ATTN: Digital Marketing Department, 2636 Elm Hill Pike, Suite 510, Nashville, Tennessee 37214.