

LAD MARKETING, INC. "HOLIDAY CASH GIVEAWAY" OFFICIAL RULES

THIS SWEEPSTAKES OFFERS THREE (3) PRIZES. WINNERS WILL BE SELECTED FROM ALL ELIGIBLE ENTRANTS.

THE PROMOTION BEGINS ON OCTOBER 5, 2009 AND ENDS ON DECEMBER 15, 2009 (the "Promotion Period").

THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING.

How to Enter: Visit any participating Lithia Auto Dealership or Assured Service store, fill out and deposit an Official Entry Form, or visit; www.Lithia.com, follow the link to the entry page, complete, and hit "Submit". To be eligible to win a prize all participants must provide all contact information requested. A valid entry includes; name, mailing address, telephone number, and email address. Limit one entry, per participant, per day. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void all that participant's entries. Use of any automated or robotic means of entry is prohibited and will result in disqualification. 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 participant. 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. The potential winners may be required to show proof of being the authorized account holder.

Eligibility: To enter this Sweepstakes each entrant must be a legal US citizen, 18 years of age or older, and reside in one of the following states: AK, CA, CO, ID, IA, MT, NE, NV, NM, ND, OR, TX, WA. Employees of LAD Advertising, Inc. (the "Sponsor"), Lithia Motors, Inc., Assured Service retailers, their agents/dealers, and their respective advertising and promotion agencies, affiliates, subsidiaries (collectively, the "Sweepstakes Entities"), and any individual or company directly associated with this Sweepstakes, and the immediate families of these entities (parents, children, siblings, spouse), as well as members of the respective households of these entities (whether related or not) are not eligible to participate.

Prizes/Drawings: On or about December 20th, 2009, an Independent Sweepstakes Administrator (the "ISA"), acting as agent for the Sponsor will select one (1) potential Grand Prize winner, one (1) potential 1st Prize winner, and one (1) potential 2nd Prize winner in a random drawing from among all eligible entries received during the Promotion Period. The ISA will attempt to notify the potential winners by USPS mail or by telephone within five (5) days of the drawing date. If any potential winner cannot be contacted within five (5) days after the first attempt to contact them, an alternate potential winner will be selected in a random drawing from all remaining entries.

One (1) Grand Prize winner will win \$5,000.
One (1) 1st Prize winner will receive \$3,000.
One (1) 2nd Prize winner will receive \$2,000.

All winners may be asked to participate in a Prize Presentation Event to be held at Sponsor's venue of choice within thirty (30) days of the conclusion of the Promotion Period. At that event, the winners

will be presented with their prize. All travel expenses necessary for the winner to attend the event will be provided by Sponsor.

Conditions: The potential winners will be required to complete and return an Affidavit of Eligibility, a Liability Waiver, and where allowable, a Publicity Release (collectively the "Releases"), and, a copy of their current valid driver's license, within ten (10) days of being notified. If the potential winner fails to sign and return the Releases within the required time period, an alternate winner may be selected in a random drawing from among all remaining entries. Winners are responsible for all taxes incurred in claiming their prize. Odds of winning a prize depends upon the total number of eligible entries received. Prizes are not transferable, except to a surviving spouse. All taxes are the winner's responsibility and a 1099 tax form will be sent to each prizewinner in the above-stated amount.

Value of all prizes being awarded is \$10,000.

General Conditions and Limitations: All entries become the property of the Sponsor. Sweepstakes Entities, and all related parties shall have no liability for entries that are incomplete or that may not be able to be accurately received due to human error, online technical malfunctions or systems-related problems, beyond their reasonable control. Should technical problems impair or inhibit the fair conduct of this Sweepstakes, the Sponsor has the right to modify, cancel, or suspend the affected portion(s) of the Sweepstakes, and select winners from all eligible entries received up to the point of termination or suspension. All federal, state, and local laws apply. By entering, all entrants agree to release, discharge, hold harmless and indemnify the Sweepstakes Entities and each of their respective officers, employees and agents against any and all claims, liability, damages or causes of action (however named or described) due to any injuries, damages, losses to person or property of any kind with respect to or arising out of, in whole or in part, directly or indirectly, entrant's participation in this Sweepstakes, participation in any Sweepstakes-related activity, and/or the receipt, possession, acceptance, use/misuse of any prize awarded herein. By participating, entrants agree to be bound by these Official Rules and the decisions of the ISA and waive any right to claim ambiguity in regard to the mechanics of the Sweepstakes or the interpretation of these Official Rules. Except where prohibited, entry into the Sweepstakes or acceptance of a prize constitutes permission to use an entrant's or winner's name, voice, city, state and likeness and any and all identifying characteristics for promotional, advertising and publicity purposes (including posting to the Lithia.com or any subsidiary of Lithia Motors, Inc websites. This permission includes, but is not limited to, the taking of photographs and/or videos by Sponsor's photographer/videographer for publicity purposes, without further consent or compensation, and winner agrees to execute any and all documents requested by Sponsor to convey such rights to own all the results thereof. Nothing contained herein shall be deemed to obligate Sponsor to make use of any of the rights granted herein and winner waives any right to inspect or approve any such use.

Direct Marketing: By entering, participants agree to receive marketing communications from LAD Inc, Lithia Motors, Inc. and any of its affiliates. Participants may opt-out of receiving future communications from Sponsor at any time, subject to Sponsor's Privacy Policy which can be viewed at <http://lithia.com/PrivacyStatement>

Official Rules Request: Visit participating dealer's locations, or for a hard-copy of the complete Official Rules, send a self-addressed, stamped #10 envelope (postmarked no later than December 4, 2009 to: LAD's "Holiday Cash Giveaway" Official Rules Request, 360 East Jackson Street, Medford, OR 97501.

Winners List: For the name and city/state of residence of the prizewinners send a self-addressed, stamped, #10 envelope (no later than January 15, 2010 to: LAD's "Holiday Cash Giveaway" Winner Confirmation Request, 360 East Jackson Street, Medford, OR 97501.

Independent Sweepstakes Administrator: The US Sweepstakes & Fulfillment Co., 625 Panorama Trail (Building 2, Suite #100), Rochester, NY 14625.

Sponsor: LAD Advertising, Inc., 360 East Jackson Street, Medford, OR 97501.

VOID WHEREVER RESTRICTED OR PROHIBITED BY LAW

