

Marilyn Monroe Look Alike Contest  
Black Widow Harley-Davidson 7<sup>th</sup> Anniversary and Pre-Daytona Party  
Official Rules

1. No purchase necessary to enter or to win. A purchase will not increase your odds of winning.
2. Must be at least 18 years old to enter. Employees of Black Widow Harley-Davidson (Sponsor), members of these persons' immediate families, and/or persons living in the same households of these persons (whether or not related thereto) are not eligible to enter or win the Contest.
3. How To Enter. Contestants are required to pre-register. Forms can be obtained at Black Widow Harley-Davidson, on their website ([www.blackwidowh-d.com](http://www.blackwidowh-d.com)), on their Facebook page ([www.facebook.com/BlackWidowHarley-Davidson](http://www.facebook.com/BlackWidowHarley-Davidson)) and on flyer distributed throughout the Port Charlotte area. Fill out the registration forms and return them to Black Widow Harley-Davidson. Entrants may also email their name and phone number to [kkendall@blackwidowh-d.com](mailto:kkendall@blackwidowh-d.com) with "Marilyn Monroe" in the subject line. Registration forms must be received by 12:00 pm on Saturday, March 3, 2012. Sponsor's computer shall be the official timekeeper for all matters related to this Contest.

Black Widow Harley-Davidson will not be responsible for incomplete, lost, late, misdirected, or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. In case of a dispute over the identity of a contestant, the authorized account holder of the email address used to enter will be deemed to be the contestant. Entry constitutes permission to use contestant's name, city, state, likeness, image, voice and/or photo for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

4. By entering, contestants understand that photographs and video may be taken of the contestants and the contest and entrants grant Sponsor the non-exclusive, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt, modify, and otherwise exploit any images in any and all markets and media worldwide in perpetuity.
5. Winner Selection. On Saturday, March 3, 2012 at 1pm, all entrants will gather in front of the bandstand at Black Widow Harley-Davidson's 7<sup>th</sup> Anniversary and Pre-Daytona Party. A panel of judges selected by the Sponsor will review and judge all eligible entries and select one winner who best resembles Marilyn Monroe, based on the following judging criteria: (1) similar features/look; and (2) similar essence of character/personality. In the event of a tie, tied entries will be re-judged. Decisions of judges and Sponsor shall be final and binding in all respects.
6. Prize. One (1) Marilyn Monroe Look Alike Grand Prize Winner will receive a Harley-Davidson Women's Embellished Leather Jacket. In the event that the winner fails to claim his or her prize on the day of the contest or fails to meet the eligibility requirements of the contest, the un-awarded prize will be awarded to an alternate winner selected by the judges.
7. Prize is non-assignable and nontransferable. Prize is not redeemable for cash or substitutable for any other item by winner. Sponsor reserves the right to substitute a comparable prize of like value for any prize, for any reason. Winners are solely responsible for reporting and payment of any taxes on prizes. Acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation or further compensation.
8. By entering the Contest, each contestant agrees for contestant and for contestant's heirs, executors, and administrators (a) to release and hold harmless Contest Entities and their respective officers, directors, and employees (collectively "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such contestant's participation in the Contest and/or her acceptance, possession, use, or misuse of Prize or any portion thereof; (b) to indemnify Released Parties from any and all liability resulting or arising from the Contest and to hereby

acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by Prize supplier that are sent along with Prize; and (c) if selected as Winner, to the posting of such contestant's name on Website and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, an upon request, to the giving of consent, in writing, to such use.

9. By participating, contestants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason. The failure of the Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of the Sponsor, or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties are not responsible for telecommunications, network, electronic, technical or computer failures of any kind; for inaccurate transcription of Entry Information; for errors in any promotional or marketing materials on in these Official Rules; or for any human or electronic error.
10. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.