

Baierl Ultimate Hockey Fan Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED AT TIME OF THE DRAWINGS. VOID WHERE PROHIBITED BY LAW.

ELIGIBILITY: The Sweepstakes is open only to legal residents of Pennsylvania, Ohio, West Virginia, and Maryland who are eighteen (18) years of age or older at the time of entry. Employees, officers, and directors (including immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of the Baierl Automotive Group (the "**Sponsor**"), the Pittsburgh Penguins LP, and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the Sweepstakes are not eligible to participate or win a Prize (defined below). The Sweepstakes is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited or restricted by law, rule or regulation.

ENTRY PERIOD: The Sweepstakes begins at 12:00:01 AM Eastern Time ("**ET**") on January 7, 2014, and ends at 11:59:59 PM ET on March 31, 2014 ("**Entry Period**"). Additional entries received outside the Entry Period will be void. Sponsor's clock is the official clock of the Sweepstakes.

HOW TO ENTER: There are two ways to enter the Sweepstakes: (1) in-person by visiting the Sponsor's location at 10430 Perry Highway, Wexford, PA 15090; or (2) online. To enter online, go to <http://penguins.baierlbonus.com> to access the online entry form for the Sweepstakes. By successfully transmitting a completed online entry form as directed, you will be entered in the Sweepstakes. Entrants must fully complete and submit all data requested on the online entry form to be eligible. Incomplete and/or inaccurate entries are void. Only valid information must be provided. **LIMIT ONE (1) ENTRY PER PERSON, FAMILY OR HOUSEHOLD, REGARDLESS OF THE METHOD OF ENTRY.**

WINNER SELECTION AND VERIFICATION: There will be four (4) random drawing held; one (1) drawing to be held on each Drawing Date set forth below. The entry selected will be the potential winner for the Prize (as defined below) for that Drawing Date. The potential winner will be selected from all eligible, non-winning entries received prior to the applicable Entry Deadline. The "**Entry Deadline**" for each Drawing Date will be 12:00:00 AM on the date of the random selection. All non-winning entrant's entries will be rolled over into the following drawing (if any).

The potential winners will be notified at the email address and/or telephone number (in the sole discretion of Sponsor) provided at the time of entry (the "**Prize Notification**") within two (2) days after the date of the drawing. In the event that any potential winner does not respond to any such Prize Notification within three (3) days of the date of issuance, is not eligible or is in violation of these Official Rules or declines a Prize for any reason, disqualification may result and the Prize may be forfeited in the Sponsor's sole discretion. In the event of disqualification, at Sponsor's sole discretion and time permitting, an alternate potential winner for the Prize may be randomly selected from among all remaining eligible entries. If a Prize winner cannot be confirmed in a reasonable amount of time, then the Prize may remain unawarded, in Sponsor's sole discretion. The potential winners may be required to submit his/her valid social security number and/or other identification to Sponsor and may be

required to execute, have notarized and return an Affidavit of Eligibility and Release of Liability and, unless prohibited by law, Publicity, within twenty-four (24) hours of the date of issuance. Failure to submit any identification required by Sponsor or to return the required documents within the specified time period, noncompliance with these Official Rules or the return of the Prize (or any portion thereof) or Prize Notification as undeliverable may result in disqualification and Prize forfeiture and, at Sponsor's sole discretion and time permitting, may cause an alternate potential winner to be randomly selected from among all remaining eligible entries. Odds of winning a drawing will depend upon the total number of eligible entries received before the Entry Deadline. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the Sweepstakes (each a "Winner"). The decisions of Sponsor are final and binding on all matters relating to this Sweepstakes. Limit one (1) Prize per person, family or household.

PRIZES: There will be four (4) prizes (each, a "Prize") awarded as part of this Sweepstakes. The Prizes will be awarded as follows:

Drawing Date	Prize	Approximate retail value
1/13/14	Two (2) tickets to the Pittsburgh Penguins v. Buffalo Sabres game at CONSOL Energy Center on January 27, 2014.	\$345
2/13/14	Two (2) tickets to the Pittsburgh Penguins v. Montreal Canadiens game at CONSOL Energy Center on February 27, 2014.	\$345
3/17/14	Two (2) tickets to the Pittsburgh Penguins v. Chicago Blackhawks game at CONSOL Energy Center on March 30, 2014.	\$345
3/31/2014	Two (2) tickets to the Pittsburgh Penguins v. Detroit Red Wings at CONSOL Energy Center on April 9, 2014; dinner for two (2) at CONSOL Energy Center; a tour of CONSOL Energy Center; and one (1) autographed replica jersey signed by a 2014 Pittsburgh Penguins hockey player (the "Grand Prize").	\$599

PRIZE PICK-UP: PRIZE CONDITIONS: Seat locations at the game shall be determined in the sole discretion of Sponsor. All companions of the Winners must be at least eighteen (18) years of age, unless accompanied by a parent or legal guardian; additional tickets will not be provided for parents or legal guardians of minors Alcohol is not included with any of the Prizes. THE GRAND PRIZE WINNER WILL BE REQUIRED TO PICK UP THE PRIZE AT SPONSOR'S LOCATION AT 10430 PERRY HIGHWAY, WEXFORD, PA 15090. All Winners and their companions may be required to execute releases. All Winners hereby agree, on behalf of themselves and their companions, that they will at all times comply with applicable alcohol laws, specifically with respect to underage drinking and driving while under the influence of alcohol. Sponsor reserves the right to remove or to deny entry to the Winners and/or their companions who engage in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Winners and companions agree that they will conduct themselves at all times in a socially responsible, respectful and appropriate manner; and, should Winners and/or companions fail to do so, Prizes may be immediately terminated and the Sponsor may pursue other legal sanctions against the Winner(s) and/or their companions. Each Winner is fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes). ALL COSTS AND EXPENSES ASSOCIATED WITH THE PRIZE ACCEPTANCE AND USE NOT SPECIFIED HEREIN AS BEING PROVIDED, INCLUDING BUT NOT LIMITED TO LODGING, TRANSPORTATION COSTS, ALCOHOL, GRATUITIES AND OTHER EXPENSES INCURRED BY ACCEPTING A PRIZE ARE THE SOLE

RESPONSIBILITY OF EACH WINNER AND HIS/HER COMPANIONS. The Prizes are non-transferable and non-assignable, with no cash redemptions except at Sponsor's sole and absolute discretion. If for any reason whatsoever, Winners and/or companions are unable to attend the game, Sponsor shall have no further obligation to the Winners. Sponsor reserves the right to substitute the Prizes (or any portion thereof) with one of comparable or greater value at its sole and absolute discretion.

ADDITIONAL TICKET AND GAME RESTRICTIONS: National Hockey League game, event and exhibition dates and times are determined in the sole discretion of the National Hockey League, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as part of the Prizes will govern in the event a legal game, event or exhibition, as defined by the National Hockey League, is cancelled or postponed due to weather conditions, an act of God, natural disaster, an act of terrorism, work stoppage, civil disturbance or any other reason ("**Force Majeure Event**") and Released Parties (defined below) will not be responsible for a Force Majeure Event. Winners and their companions agree to comply with all applicable arena regulations in connection with the Prizes. National Hockey League game, event and exhibition tickets awarded as Prizes may not be resold or offered for resale. Any such resale may result in disqualification and forfeiture of the Prize, and may invalidate the license granted by the game ticket(s).

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Sweepstakes and submitting an entry, each entrant (and his/her companions, if eventually selected as a Winner) agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against Sponsor, the Pittsburgh Penguins LP, and each of their respective parents, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, employees, agents and representatives (collectively, "**Released Parties**") for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of any Prize (or any portion thereof) or any travel or activity related to the receipt or use of any Prize (or any portion thereof). By entering this Sweepstakes, each entrant gives his/her express permission to be contacted by Sponsor by telephone, email and/or postal mail for Sweepstakes purposes. Each Winner and his/her companions, by acceptance of a Prize, grant to Sponsor, and each of its respective designees the right to publicize the Winners' name, address (city and state of residence), photograph, voice, statements and/or other likeness and Prize information for advertising, promotional, trade and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law.

GENERAL CONDITIONS: Released Parties are not responsible for stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; or for lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections including those through and/or by any website, availability or accessibility or miscommunications or failed computer, satellite, telephone, cable or wireless transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; wireless service congestion; failures or malfunctions of phones, phone lines or telephone systems, wireless towers or cellular tower equipment; any error, omission, interruption, defect or delay in wireless or other transmission, processing, or communication; non-delivery; misdirected, blocked, or delayed email notifications; printing, typographical or other

errors appearing within these Official Rules, in any Sweepstakes-related advertisements or other materials; or any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, wireless service, mail, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the Prizes or in any Sweepstakes-related materials, or the cancellation or postponement of any National Hockey League game, event or exhibition, whether by reason of a Force Majeure Event or otherwise. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to individuals or property related to or resulting from participating in this Sweepstakes or any of the Prizes. Persons who tamper with or abuse any aspect of the Sweepstakes or website or attempt to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or any representative of Sponsor or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Sweepstakes is unlawful and subject to legal action by Sponsor, and/or its respective agents. Sponsor shall have the sole right to disqualify any entrant they find to be tampering with the entry process or the operation of the Sweepstakes or for violation of these Official Rules or any applicable laws relating to the Sweepstakes, and to resolve all disputes in its sole discretion. Released Parties (i) make no warranty, guaranty or representation of any kind concerning the Prizes (or any portion thereof), and (ii) disclaim any implied warranty. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend the Sweepstakes (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes corrupt administration, security, fairness, integrity or proper operation of the Sweepstakes (or any portion thereof). In the event of cancellation or suspension, Sponsor may elect to identify the Winners and award the Prizes by way of random drawing from among all non-suspect, eligible entries received up to the time of such cancellation. Sponsor also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT, AND SPONSOR, AND/OR ITS RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Entries generated by a script, macro or other mechanical or automated means will be disqualified. In the event of dispute as to the identity or eligibility of any potential winner based on an email address, the winning entry will be declared made by the "Authorized Account Holder" of the email address submitted at the time of entry provided he/she is eligible according to these Official Rules. The "Authorized Account Holder" is defined as the natural person to whom the applicable Internet service provider or other organization (such as a business or educational institution) has assigned the email address for the domain associated with the submitted email address.

DISPUTES: Except where prohibited, all entrants agree that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or Prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively in Allegheny County, Pennsylvania; (2) 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 (3) under no circumstances will entrants be permitted to obtain awards for, and entrants hereby waive 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. 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 Pennsylvania without giving effect to any choice of law or conflict of law rules (whether of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Pennsylvania.

WINNERS' LIST: For a list of the Winners, mail a request and a self-addressed stamped envelope to be received by April 30, 2014 to: Baierl Automotive Group 10430 Perry HWY, Wexford, PA 15090.

SPONSOR: The Sponsor of this Sweepstakes is Baierl Automotive Group 10430 Perry HWY, Wexford, PA 15090.