

## Official Sweepstakes Rules

### "OPT-IN TO WIN" SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN TO U.S. RESIDENTS, EXCEPT FOR RESIDENTS OF PUERTO RICO. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

**Entry.** NO PURCHASE NECESSARY TO ENTER OR WIN. Entry to the "Opt-in To Win" sweepstakes begins on Monday, November 26, 2012 and ends on Monday, December 31, 2012 (the "Entry Period"). The sweepstakes is sponsored by Trek Bicycle Corporation, 801 West Madison Street, Waterloo, WI 53594 (the "Sponsor"). All entries must be received by midnight (Central Standard Time) on the last day of the Entry Period. During the Entry Period, you may access the sweepstakes on the Internet by visiting [trekbikes.com](http://trekbikes.com).

To enter the sweepstakes, you must sign up for Trek's email list on [trekbikes.com](http://trekbikes.com) during the Entry Period. To sign up, go to [www.trebikes.com](http://www.trebikes.com), click the "Enter to Win" promotional box located on the bottom left of the screen and follow the instructions. Alternatively, you may enter by printing your name, address and phone number on a 3" x 5" postcard and mailing the postcard to the Sponsor's address.

There is a limit of one (1) entry per person and/or email address during the Entry Period. Multiple entries will be discarded. Unlawful or incomplete entries will also be disqualified.

**Eligibility Requirements.** VOID WHERE PROHIBITED OR RESTRICTED BY LAW. This sweepstakes is open only to persons age 18 and older who are legal U.S. residents, except for those located in Puerto Rico. Employees of Sponsor, its affiliates, subsidiaries, employees, agents or other representatives of any kind and their immediate family members are not eligible to enter.

**Prize; Odds of Winning.** Winner will get to choose either one 2012 Trek Dual Sport 8.2 (estimated MSRP of bike is \$560) OR one Trek Women Specific Design Neko (estimated MSRP of bike is \$540). The odds of winning depend upon the total number of entries received.

**Selection and Notification of Winners.** The winner will be selected by a random drawing, conducted by the Sponsor on or about Friday, January 6, 2012. The winner will be notified by email or by mail, and such notification will direct the winner on how to redeem the prize. If a potential winner of a prize cannot be contacted within ten (10) days or prize is returned as undeliverable, the potential winner is disqualified. If it is necessary to select an alternate winner, the same procedures outlined above will be used for such selection. The prize is guaranteed to be awarded. PRIZE INCLUDES ALL SHIPPING AND HANDLING CHARGES. ALL FEDERAL, STATE AND/OR LOCAL TAXES ARE THE RESPONSIBILITY OF THE WINNER. The Sponsor is not responsible for any selection notifications or other communications that are late, lost, stolen, misdirected, non-deliverable or illegible due to any reason whatsoever.

**List of Winners.** The winner's name can be obtained by mailing a self-addressed stamped envelope to: Trek Bicycle Corporation, "Opt-in To Win" Sweepstakes, List of Winners, 801 West Madison Street, Waterloo, WI 53594.

**Use of Personal Information.** Sponsor, its subsidiaries, and business partners may use the personal information (name, address, email) provided by you during the entry process to contact you to promote their products and services. You may opt-out at any time by unsubscribing to promotional emails or by sending a written request to be deleted from this mailing list to: Trek Bicycle, Removal from Mailing List, Attention: Trek Sweepstakes, 801 West Madison Street, Waterloo, WI 53594 or fax to 920.478.9678.

**General Terms.** Your entry in this sweepstakes constitutes your full and unconditional agreement to and acceptance of these Official Sweepstakes Rules. Entrants agree that the Sponsor of this sweepstakes, and their affiliates, subsidiaries, employees, agents or other representatives of any kind shall not be responsible or liable for damages or losses of any kind arising out of or resulting from entry in this sweepstakes, acceptance or use of a prize, or any other matter related to this sweepstakes, including, without limitation, claims based on property damage, personal injury and/or death, publicity rights, defamation or invasion of privacy. All decisions related to, as well as all interpretation of, these Official Sweepstakes Rules by Sponsor will be final.