

OFFICIAL RULES

S&B Filters Hoodie Give-away Promotion

1. Eligibility: S&B Filters, Inc. Hoodie Give-away Promotion (the "Promotion") is open to legal residents of the fifty (50) United States (including District of Columbia) and Canada who are at least eighteen (18) years old at the time of entry. Employees of S&B Filters, Inc. ("S&B"), Officers, Directors of Sponsor and their respective parents and affiliate companies, suppliers (collectively, "Promotion Parties") as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and judge's decisions, which are final and binding in all matters related to the Promotion. Receiving a Hoodie is contingent upon fulfilling all requirements set forth herein. **VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

2. Primary Sponsor: S&B Filters, Inc. 15461 Slover Ave Fontana, California 92337

3. Timing: The Contest begins on November 27, 2014 at 12:01AM. Eastern Standard Time ("EST") and ends on December 24, 2014 at 11:59 p.m. PST (the "Promotion Period").

4. Entry Requirements: Purchase an S&B Intake Kit during the Promotion Period to receive a free hoodie shipped to you via USPS at no cost unless it is shipping to Canada (All shipments made to Canada require a fee of \$19.50 to cover postage and tax at the time the promotion is redeemed). Intake must be purchased at S&B's ADP price. S&B's ADP Price is the selling price of any product found at www.sbfilters.com. The free hoodie must also be redeemed during the Promotion Period.

5. How to Enter: Purchase an S&B Intake Kit during the Promotion Period. Visit www.sbfilters.com/freehoodie, complete the online form and upload your receipt as a proof of purchase. Your receipt must be uploaded at the time the online form is submitted to be eligible. The S&B Intake Kit must be purchased from an S&B Authorized Dealer to be eligible for this promotion. Limit one (1) free hoodie per S&B Intake purchased during the Promotion Period. Any attempt by any participant to obtain more than the stated number of free hoodies by any method will void that participant's ability to receive a free hoodie and will disqualify that person from the promotion. Must be at least eighteen (18) years old to participate. Promotion may not be redeemed by any dealer and/or reseller.

6. Promotion Give-away: Each eligible submission can receive one (1) S&B Hoodie valued at a maximum of \$10 ARV, provided you enter a valid mailing address. Not responsible for incorrect addresses. Items will be shipped USPS first class mail. Please allow 2-4 weeks to

receive your merchandise. Hoodies are non-transferable. No substitution or cash equivalent of Hoodie is permitted.

7. Release: By receipt of any hoodie, winner agrees to release, defend, indemnify and hold harmless the Promotion Parties and each of their respective parent companies, affiliates and each such companies' officers, directors, employees and agents, successors and assigns (collectively, the "Released Parties") from and against any claim, cause of action, liability, lawsuit, demands, damages, judgments, proceedings, fines, penalties, loss, cost or expense (including attorneys' fees and legal costs) including, but not limited to, personal injury, death, or damage to or loss of property (collectively, "Claim"), arising out of or in connection with the Promotion or receipt, delivery, installation, possession, acceptance, defect or use or misuse of any hoodie.

9. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, 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 Promotion, 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 Promotion or to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability: The Released Parties are not responsible for, and entrants hereby release, indemnify and hold the Released Parties harmless from any Claim in connection with: (1) 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 Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrants' participation or inability to participate in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted,

lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the "Promotion" play, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

12. Disputes: Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Eligible Participant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

13. Sponsor: The Sponsor of this Promotion is S&B Filters, Inc. at 15461 Slover Avenue Fontana, California 92337.

14. Personal Information: : The personal information submitted by entrants will be shared between the Sponsors and the affiliates of either entity and used for the purposes described in these Official Rules, and will otherwise be handled in accordance with the S&B Privacy Policy located at <http://www.sbfilters.com/index.php/privacy-policy-cookie-restriction-mode>. Except to the extent restricted by applicable law, by participating in the Promotion, entrants hereby agree to Sponsor's collection and use of their personal data and acknowledge that they have read and accepted these Official Rules and Sponsor's privacy policy. Such data will not be misused, and will be stored only with Sponsor for the purposes identified in these Official Rules. Entrants have a right to access, review, rectify or cancel any personal data held by Sponsor by emailing Sponsor at customerservice@sbfilters.com.