



Piaggio Contest Rules and Requirements

Auction Rules

Auction Rules shall include the following language (note vehicle reference changes depending on the vehicle that has been pre-approved for your auction. It is the auction's responsibility to reference the correct information:

ONE (1) GRAND PRIZE is available to winner. The eligible Grand Prize Winner will receive a Vespa LX 50, (“**Vehicle**”), approximate retail value (“**ARV**”): \$3299. All Grand Prize Winner will be responsible for any additional costs associated with the Vehicle, including without limitation title, tax, license, PDI (pre-destination inspection), registration, shipping, insurance, and any additional accessories and options as agreed to between winner and the authorized Vespa USA dealership location at which the vehicle will be delivered, as determined by Piaggio in its sole discretion. Grand Prize Winner will be responsible for pick-up of the Vehicle at a time and location determined in the sole discretion of Piaggio (Piaggio will endeavor, as a courtesy, to select a dealership close to the residence of the Grand Prize Winner). Grand Prize Winner (or his/her parent/legal guardian, if applicable) are also responsible for shipping organization and shipping charges from the authorized Vespa whereat pick up is scheduled to any other location if Grand Prize Winner is unable or unwilling to accept delivery at such dealership.

Grand Prize Winner must complete all documentation required by Auction Organizer and Prize Sponsor. At time of award of Vehicle, Grand Prize Winner (i) will assume full ownership of and responsibility for the Vehicle; (ii) will be required to sign various documents involving the Vehicle; and (iii) must furnish proof of residence, valid operator's license as required by the law of the Grand Prize Winner's jurisdiction of residence and of the jurisdiction of pickup and any required insurance coverage. The Grand Prize Winner is responsible for determining the class of license necessary to legally operate the Grand Prize. Piaggio reserves the right to withhold delivery of the Vehicle if Grand Prize Winner does not comply with the above requirements

Grand Prize Winner is solely responsible for complying with any applicable federal, state and/or local laws and regulations applicable to the Vehicle, including without limitation registration requirements and operating restrictions. The Internal Revenue Service requires a Form 1099 MISC to be issued and filed for any prize winner if the annual aggregate value of the prizes received is \$600 or more. Auction Organizer will issue a Form 1099 MISC to the Grand Prize Winner for the ARV of the Grand Prize. Federal, State and local taxes are responsibility of each Grand Prize Winner.

If selected, when Grand Prize Winner does not take delivery of Vehicle by **December 15, 2009**, Grand Prize may be forfeited, at Prize Sponsor's sole discretion, and may be awarded to an alternate Grand Prize Winner in accordance with Auction Official Rules. Prize Sponsor and Auction Organizer are not responsible for delays in delivery. All other expenses and items not specifically mentioned in these Official Rules are not included and are the Grand Prize Winner's sole responsibility. Grand Prize may not be exchanged. No transfer, substitution or cash equivalent of Grand Prize permitted. Prize subject to availability and substitution with a prize of equal or greater retail value if Grand Prize is unavailable or cannot be awarded for any reason, at sole discretion of Prize Sponsor and Auction Organizer. The value of the Grand Prize set forth above represents Prize Sponsor's and Organizer's good faith determination of the ARV thereof and cannot be challenged or appealed. In the event the ARV of a prize is more than the actual retail value of the prize, the difference will not be awarded in cash or otherwise.

Sponsors have made no warranty or guarantee in whole or in part, express or implied, in fact or in law, in relation to the use of any prize including, but not limited to, its quality, merchantability, fitness for a particular purpose or suitability for use and, further, accepts no responsibility for any additional expenses, omissions, delays, re-routing or acts of any government or authority.

By participating in the Auction, entrants agree to release, indemnify and hold harmless the Auction Organizers, all Prize Sponsors, including Piaggio, authorized Vespa retail dealers, and all their respective parent companies, affiliates, subsidiaries, advertising and promotions agencies, and each of their respective agents, dealers, representatives, officers, directors, shareholders, and employees (collectively, "Released Parties") from and against any injuries, losses, damages, claims, actions, or liability of any kind resulting from or arising from participation in the Auction or acceptance, possession, use, misuse or non use of any prize that may be awarded. Released Parties are not responsible for printing or typographical errors in any Auction related materials; for transactions or entries that are lost, stolen, late, misdirected, damaged, incomplete, inaccurate, garbled, fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly or are lost for any reason including computer, telephone, paper transfer, human or other error; or for electronic, computer, or telephonic malfunction or error, including inability to access any web site associated with this promotion, or process any transaction thereon.