

**SHELL ROTELLA® DIESELSELLERZ SEMA® SWEEPSTAKES
OFFICIAL RULES**

**OPEN TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES/
DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS AND WHO ARE
REGISTERED ATTENDEES OF THE 2016 SEMA SHOW.**

**NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A
PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF
WINNING.**

1. ELIGIBILITY: "The Shell ROTELLA® DieselSellerz SEMA® Sweepstakes" ("Sweepstakes") is open only to individuals who are registered attendees of the 2016 SEMA show in Las Vegas, Nevada (the "Show") and are legal residents of, and residing within, the fifty (50) United States (including the District of Columbia) and are at least eighteen (18) years old at the time of entry ("Entrant(s)"). Employees of SOPUS Products ("Sponsor"), and its parent, affiliates and subsidiaries, participating advertising and Sweepstakes agencies, including but not limited to Mercury Promotions and Fulfillment, Specialty Equipment Market Association ("SEMA"), direct competitors of Sponsor, and those entities involved in the preparation of materials for, administration and/or execution of this Sweepstakes (collectively "Sweepstakes Entities") and their immediate family members (spouse, parent, child or sibling) and/or those living in the same household (whether or not related) are ineligible.

2. SWEEPSTAKES PERIOD: The Sweepstakes starts at 9:00 A.M. Pacific Time ("PT") on Tuesday, November 1, 2016 and ends at 4:00 P.M. PT on Friday, November 4, 2016 ("Sweepstakes Period") at the Shell Pioneering Performance Booth located outside the main entrance, #60005 (the "Booth"). The Booth is open from 9:00 A.M. PT – 5:00 P.M. PT on November 1-3, 2016. The Booth is open 9:00 A.M. PT – 4:00 P.M. PT on November 4, 2016.

3. HOW TO ENTER THE SWEEPSTAKES

- a. To enter, an eligible Entrant must go to the Booth while the Booth is open and take a photograph of himself/herself in front the DieselSellerz cutouts located in front of the DieselSellerz truck (the "Photo"). The Entrant must then post the Photo to his/her Twitter account. In the posting, the Entrant must include the hashtag "#RotellaSweepstakes" and the tags "@ShellROTELLA" and "@DieselSellerz." A posting of the Photo in accordance with this Rule 2 is a "Submission."
- b. Limit: An Entrant may submit only one (1) Submission during the entire Sweepstakes Period. If an Entrant submits more than one (1)

Submission, only the first Submission will be valid and subsequent Submissions will not be part of this Contest.

- c. Message & Data Rates may apply to each message sent or received using a mobile device. Other charges may apply. Entrants should check their mobile plan for rates and other details. Once a Submission has been entered into the Sweepstakes, it may not be deleted, edited or modified by an Entrant. Sponsor shall have the right to edit any Photo when posting to Sponsor's Twitter feed.
- d. An Entrant must have a non-private Twitter account. There is no cost to create one at www.twitter.com. Creation of a Twitter account requires Entrant to agree to Twitter's Terms of Service and Privacy Policy, available at www.twitter.com/tos and www.twitter.com/privacy, respectively.
- e. Subject to the Sponsor's review, a Submission may be displayed on the Sponsor's Twitter feed, where the Submission may be viewed by the public. The Sponsor, in its sole and absolute discretion, may add or remove a Submission from at any time Sponsor's Twitter feed for whatever reason.

4. SUBMISSION REQUIREMENTS: A Submission:

- a. The Entrant may be included in the Photo along with DieselSellerz cutouts but no one else;
- b. Must not contain text in any language other than English;
- c. Must not contain the likeness of any third party or material that, either explicitly or implicitly, mentions, depicts, shows, refers, or otherwise alludes to the name or logo, trademark, or service mark of any third party, individual, company, entity, product, or brand other than DieselSellerz, Sponsor or a brand belonging to Sponsor;
- d. Must not contain any material or references that violate or infringe upon a third party's rights, including but not limited to privacy, publicity, or intellectual property rights, nor may it in any way infringe upon a third party's copyright, trademark, trade dress or contractual rights of a third party;
- e. Must be in good taste as determined by Sponsor in its sole discretion;
- f. Must not contain language or contents that in any way disparages or defames or in any way reflects negatively upon the Sponsor, its brands or products or any person or entity as determined by Sponsor in its sole discretion;
- g. Must not contain, mention, refer, or otherwise allude to any obscene, lewd, violent, illegal, offensive, hateful, disparaging, or inappropriate words, language, symbols, signs, or abbreviations;

- h. Must not contain defamatory or libelous material or material which discloses private or personal matters concerning any persons without such person's consent;
- i. Must not advocate or denigrate any political or societal beliefs or contain, mention, refer or otherwise allude to any political or religious references, statements or symbols;
- j. Must not contain content that is abusive or that may be considered offensive to individuals or a group of individuals regarding of race, ethnicity, religion, sexual orientation or gender identity or expression, creed, age, or socioeconomic group or any legally protected classification; and
- k. Must not contain content that in any way implies, portrays or promotes: violence, activities that may appear unsafe or dangerous or the use of alcohol, illegal drugs, or tobacco.

NOTE: Entrants understand and acknowledge that Sponsor, in its sole discretion, reserves the right to accept, edit, modify or reject a Submission. Additionally, Sponsor reserves the right at any time during the Sweepstakes and thereafter to disqualify any Submission that Sponsor determines, in its sole discretion, does not comply with these Official Rules or otherwise contains, or uses, prohibited or inappropriate content and the Entrant may also be disqualified from participation in the Sweepstakes.

5. RANDOM DRAWING: After 4:00 P.M. PT on Friday, November 4, 2016, Coyne (or its authorized representative), will conduct a random drawing from among all of the eligible Submissions received during the Sweepstakes Period to select one (1) potential winner ("Potential Winner").

6. PRIZE (1), APPROXIMATE RETAIL VALUE, AND ODDS OF WINING: The "Prize" is a trip for the confirmed winner (the "Winner") to meet DieselSellerz at their shop in Woods Cross, Utah. Prize package consists of (i) a round trip, coach air transportation for the Winner from a major commercial airport near the Winner's home (chosen at Sponsor's sole discretion) to Salt Lake City, Utah, (ii) hotel accommodations for two (2) days/ one (1) night (standard accommodations, single occupancy), (iii) ground transportation to and from the Winner's home to the airport, to and from the airport to the hotel and travel to events that are part of the Prize, (iv) a meet and greet with DieselSellerz at its shop, (v) lunch with DieselSellerz, (vi) tickets to the Rocky Mountain Raceway to attend a race with the DieselSellerz, and (vii) \$250 in spending money fulfilled in the form of a prepaid debit card.

Trip must be taken on dates set by Sponsor in 2017. If the Winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in

Prize value. Travel dates are subject to availability; blackout dates and other restrictions may apply. The Winner is responsible for having valid travel documents including government issued identification. The Winner is responsible for all travel expenses not included herein, including but not limited to airline baggage fees, gratuities, meals, airport fees, parking fees, personal charges at the hotel, and any other incidental costs or expenses related to participation in this Prize. Prize activities are subject to modification and/or cancellation policies and procedures of event organizers. Sponsor reserves the right to add, substitute, change or edit Prize related elements and/or activities in its sole discretion. Lost, stolen, damaged or destroyed tickets will not be replaced. Winner is responsible for all travel related documents and to obtain and maintain applicable insurance at their own cost and expense.

The Winner must sign and return a travel liability release before travel will be booked. Sponsor is not responsible if any events are delayed, postponed, or canceled for any reason. The Winner agrees that admission to the Rocky Mountain Raceway is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Sponsor reserves the right to remove or to deny entry to Winner if the Winner violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the event.

No more than one (1) Prize will be awarded. The approximate retail value of the Prize is \$2,500.00. The actual value of the Prize may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the Prize will not be awarded.

No prizes other than the Prize set forth above will be awarded in this Sweepstakes.

The odds of winning a Prize depend upon the number of eligible Submissions.

7. HOW TO CLAIM THE PRIZE: The Potential Winner will be contacted by Direct Message on Twitter to notify him/her that he/she has have been selected as the Potential Winner and to verify eligibility and compliance. The Potential Winner must reply as instructed in the notification message or the Prize may be forfeited.

The Potential Winner may be required to sign and return an Affidavit of Eligibility and a Liability/Publicity Release (except where prohibited by law), within a time period specified by Sponsor before being declared a winner and receiving the Prize. Failure to comply with this requirement may result in forfeiture of the Prize.

The Winner will be issued IRS Form 1099 for tax purposes in the amount of the ARV of the Prize and must submit his/her Social Security Number or Taxpayer Identification Number as required by law. All federal, state, municipal and local taxes are solely the responsibility of the Winner.

Acceptance of the Prize constitutes permission for Sponsor and its agencies to use Winner's persona, name, biographical information, opinions, voice, photograph and/or likeness for advertising and promotional purposes in any and all media now known or hereinafter developed throughout the world in perpetuity, without additional compensation, review, notification or permission, unless prohibited by law.

If a Potential Winner is found to be ineligible or not in compliance with these Official Rules; or declines to accept the Prize; the Prize will be forfeited, and the Sponsor may award the Prize to an alternate Potential Winner by random drawing from among all remaining eligible Submission. A Potential Winner may be required to furnish proof of identification and other proof of eligibility under these Official Rules.

Entrants agree that the Sponsor has the sole right to decide in all matters and disputes arising from this Sweepstakes and that its decisions shall be final and binding in all matters pertaining to this Sweepstakes. The Prize is not redeemable for cash nor is it transferable, assignable or substitutable, in whole or in part, except by Sponsor, in its sole discretion, with one of equal or greater value.

8. LIMITATIONS OF LIABILITY: SPONSOR IS NOT RESPONSIBLE FOR ANY TYPOGRAPHICAL, PRINTING, HUMAN OR OTHER ERROR INVOLVED OR RELATING TO THE ADMINISTRATION OF OR ASSOCIATED WITH THE SWEEPSTAKES, THE SELECTION OF WINNER OR THE ANNOUNCEMENT OF THE PRIZE. IN NO EVENT WILL MORE PRIZE(S) BE AWARDED THAN ARE STATED IN THESE OFFICIAL RULES. ADDITIONALLY, IF FOR ANY REASON THE SWEEPSTAKES, OR ANY ELEMENT THEREOF, IS NOT CAPABLE OF RUNNING AS PLANNED, INCLUDING TAMPERING, UNAUTHORIZED INTERVENTION, CHEATING, FRAUD, TECHNICAL FAILURES, OR ANY OTHER CAUSES, TECHNOLOGICAL OR OTHERWISE, WHICH CORRUPT, DISRUPT OR OTHERWISE AFFECT THE ADMINISTRATION, SECURITY, FAIRNESS, INTEGRITY, OR PROPER CONDUCT OF THIS SWEEPSTAKES, SPONSOR RESERVES THE RIGHT IN ITS SOLE DISCRETION TO CANCEL, TERMINATE, MODIFY OR SUSPEND ANY AND ALL ASPECTS OF THE SWEEPSTAKES, AND PROCEED IN A MANNER IT DEEMS FAIR REASONABLE AND IN KEEPING WITH THE INTENT OF THE SWEEPSTAKES, INCLUDING SELECTION OF A POTENTIAL WINNER FROM AMONG ALL ELIGIBLE SUBMISSIONS RECEIVED PRIOR TO SUCH CANCELLATION, TERMINATION, MODIFICATION OR

SUSPENSION. SPONSOR FURTHER RESERVES THE RIGHT TO DISQUALIFY ANY INDIVIDUAL IT SUSPECTS, IN ITS SOLE AND ABSOLUTE DISCRETION, TO BE TAMPERING WITH THE OPERATION OF THE SWEEPSTAKES. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM AND SEEK PROSECUTION OF ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW.

9. INDEMNIFICATION: THE WINNER AGREES, BY ACCEPTING THE PRIZE TO RELEASE, DISCHARGE, INDEMNIFY AND HOLD HARMLESS TWITTER, THE SWEEPSTAKES ENTITIES, AND THEIR PARENT COMPANY, SUBSIDIARIES, AFFILIATES, DISTRIBUTORS, RETAILERS, ADVERTISING AND PROMOTIONAL AGENCIES (AND THEIR PARENTS, SUBSIDIARIES AND AFFILIATES), AND ANY OTHER PERSONS OR ENTITIES PARTICIPATING IN THE DESIGN, ADMINISTRATION OR FULFILLMENT OF THIS SWEEPSTAKES AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS (COLLECTIVELY "RELEASED PARTIES") FROM AND AGAINST ANY AND ALL LIABILITY FOR ANY THREATENED OR ACTUAL INJURIES, LOSS, COSTS, SETTLEMENTS (WHETHER OR NOT LITIGATION IS COMMENCED), OR DAMAGES OF ANY KIND TO ANY PERSON, INCLUDING DEATH OR DISABILITY, AND PROPERTY, ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM PARTICIPATION IN THIS SWEEPSTAKES OR ACCEPTANCE, POSSESSION, USE, OR MISUSE OF THE PRIZE, PARTICIPATION IN ANY SWEEPSTAKES - RELATED ACTIVITY WHETHER HOSTED BY SPONSOR OR A THIRD PARTY OR INABILITY TO PARTICIPATE IN PARTS THEREOF INCLUDING, WITHOUT LIMITATION, CLAIMS, SUITS, INJURIES, LOSSES AND DAMAGES RELATED TO PERSONAL INJURIES, DEATH, DAMAGE TO OR DESTRUCTION OF PROPERTY, RIGHTS OF PUBLICITY OR PRIVACY, DEFAMATION OR PORTRAYAL IN A FALSE LIGHT (WHETHER INTENTIONAL OR UNINTENTIONAL), WHETHER UNDER A THEORY OF CONTRACT, TORT (INCLUDING NEGLIGENCE), WARRANTY OR OTHER THEORY, AND WHETHER OR NOT CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF ONE OR MORE OF THE RELEASED PARTIES. INDIVIDUALS COVENANT NOT TO SUE ANY RELEASED PARTY OR CAUSE THEM TO BE SUED REGARDING ANY MATTER RELEASED ABOVE; AND FURTHER COVENANT NOT TO DISAFFIRM, LIMIT OR RESCIND THIS RELEASE. A WAIVER BY SPONSOR OF ANY TERM IN THESE OFFICIAL RULES DOES NOT CONSTITUTE A WAIVER OF ANY OTHER PROVISION.

10. GOVERNING LAW; DISPUTES: By entering the Sweepstakes, each Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or the Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court in Houston, Texas USA; and in addition to the limitations in Rule 8 of these Official Rules, any and all claims, judgments and

awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the participant and Sponsor, shall be construed and governed by the laws of the State of Texas without regard to conflicts of law rules.

11. PRIVACY: By participating in the Sweepstakes, Entrants may be sharing personal or confidential information with Sponsor. By participating in the Sweepstakes, Entrants agree to Sponsor's use of his/her personal information as described herein and in Sponsor's Privacy Policy which can be seen at <http://www.shell.com/rotella/about-our-website/privacy-policy.html>.

12. GENERAL: By participating in the Sweepstakes, each Entrant agrees to these Official Rules and the decisions of Sponsor, which are final and binding in all matters and all respects relating to this Sweepstakes. Entrants waive any right to claim ambiguity in these Official Rules. In the event of a dispute as to the identity of the winner, the winning Submission will be declared made by the authorized account holder of the Twitter account used to submit the winning Submission. "Authorized account holder" is defined as the natural person who is assigned to the Twitter account by Twitter. The Potential Winner may be required to show proof of being the authorized account holder. This Sweepstakes is void outside of the 50 United States/District of Columbia and wherever else prohibited or restricted by law. All Submissions and/or materials submitted become the property of Sponsor and will not be returned.

13. WINNER LIST: The Winner's name will be posted at www.shell.us/semapromotions, and will be posted until November 30, 2016.

14. SPONSOR: SOPUS Products, P.O. Box 4427, Houston, Texas 77210-4427.

All trademarks are the property of their respective owners.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter.

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