

Rules of Entry

Individuals may enter at any Aloha Auto Group dealership in Hawaii between 9am on August 1, 2011 and 6pm on November 25, 2011.

All entries must be filled out completely in person at the dealership. No entries will be accepted via e-mail, fax, mail, or any other manner.

This offer is open to legal residents of the U.S., including the District of Columbia ("United States"), who are 21 years of age and older as of August 1, 2011. Employees of KFVE, Aloha Kia, ESPN, its affiliates, subsidiaries, and promotion and advertising agencies are ineligible. Entrants must hold a valid state of Hawaii driver's license at the time of entry and at the time of the Sheraton Hawaii Bowl (December 24).

No purchase necessary. The estimated odds of winning will depend upon the total number of eligible entries received. One entry per person per visit to auto showroom.

On or before December 1, 2011, Aloha Auto Group and Sheraton Hawaii Bowl personnel will select, at random, ten (10) entries from among all of the completed entry forms.

The ten (10) selected entrants will then be contacted as they will be finalists in the contest.

If non-Oahu contestants are chosen for the drawing at the Sheraton Hawaii Bowl, Aloha Kia will pay for airfare and car rental to the game. Entrants may choose to make plans to stay on Oahu on December 24 (at their own expense), or fly back home after the contest (which will occur between approximately 3:00pm and 7pm on December 24).

Finalists will be given two (2) tickets to the 10th annual Sheraton Hawaii Bowl at Aloha Stadium on December 24, 2011. Finalists must be at the game and indicate their intention to go to the game to be eligible to win the car. No substitutions or proxies may be made when names are drawn. Drawn entrant must be at the Sheraton Hawaii Bowl to be eligible to win. IF an entrant cannot be at the Bowl game, another name will be drawn at random from the remaining entries, such that 10 people will be in the "finals" after

names are drawn and called entrants accept the invitation to go to the game. 10 finalists will be escorted on to the field during the game at a pre-determined time and each will be given a car key. One by one, each entrant will attempt to start up the "Cheap Eats" Aloha Kia. Only one key will start the car. Once the car has been started, the contest ends, and all key holders will be escorted from the field.

ADDITIONAL TERMS: Winners are responsible for any and all federal, state, and local taxes, as well as any other costs and expenses associated with acceptance and use of prize not specified as covered as part of the prize herein. By participating in this contest, entrants agree to (a) abide by the Official Rules and the decisions of Aloha Kia, which shall be final, and (b) release, discharge and hold harmless KFVE, Aloha Kia, ESPN, its affiliates, subsidiaries and promotion and advertising agencies including, their parent, affiliates, subsidiaries and related companies, including without limitation any telephone network or service providers and their respective parents, subsidiaries, affiliates, related companies, divisions, advertising and promotion agencies and the respective employees, directors and officers of the foregoing (collectively "Releases"), from and against any/all claims, losses, injuries or damages, including death, resulting from the acceptance, use or misuse of any prize and/or participation in the Offer.

By accepting the prize, winner agrees and consents, where legal, to the use of his/her name and/or likeness without further authorization, compensation or remuneration of any kind for advertising, promotions, and other publicity purposes in all media and on the Internet. Aloha Kia and the Sheraton Hawaii Bowl reserve the right, in their sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes or Website; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **Limitations Of Liability:** Aloha Kia and the Sheraton Hawaii Bowl and any of the Sponsors are not responsible for any late, lost, illegible, incomplete or misdirected entries, or responsible for incorrect or inaccurate information. Some jurisdictions may not allow limitations or the exclusions of liability for incidental or consequential damages, or exclusion of implied warranties, so some of the aforementioned limitations or exclusions may not apply. Check local laws for any restrictions or conditions regarding these limitations and/or exclusions.

OFFICIAL RULES/WINNERS LIST REQUESTS: For a copy of the Official Rules, and Winner Selection mail a self-addressed, stamped envelope to:
Aloha Auto Group, 2841 N. Nimitz Hwy. Honolulu, HI 96819, 808-833-9000