

MONRO MUFFLER BRAKE, INC. TIRE GROUP SURVEY REWARD PROGRAM

~OFFICIAL RULES~

Eligibility: This Survey Reward Program is open to legal residents of the 48 contiguous United States and the District of Columbia who are 18 years of age and older as of the date of entry. The sponsor of the Reward Program is Monroe Muffler Brake, Inc. (the "Sponsor"). Customers of Mr. Tire, Treadquarters, Autotire, Ken Towery's Tire & Auto Care, Tire Warehouse Central, Tire Barn, Curry's Auto and The Tire Choice are eligible to participate.

Employees, officers, agents and directors of the Sponsor, its affiliate companies and subsidiaries, and members of their immediate family or persons living in the same household (collectively "Survey Reward Program Parties"), are not eligible to enter or win.

How to Enter: The Survey Reward Program begins on May 3, 2015 and ends on March 31, 2016 (the "Program Period"). Participants may enter during each of 52 weekly "Reward Periods" (ie 5/3/15 through 5/9/15 and continuing each week through 3/20/16 through 3/26/16)

There are four ways to enter:

Enter online: A customer receiving services at one of Sponsor's locations during any Reward Period can complete an online survey to be automatically entered into the drawing for that period. To access the survey a customer must log onto the website noted on his/her invoice and click on the link to "Customer Satisfaction Survey." The customer must provide the requested information, including the "Shop Number" and "Invoice Number" (from the customer's invoice) and his/her name, full address and phone number. The customer will then be asked to respond to several questions regarding his/her most recent experience with the Sponsor. Survey responses must be received by the Sponsor's server no later than 11:59 Eastern Time (ET) on the last day of a given Reward Period to be included in the random drawing for that period. "Receipt" of an online entry will occur when the Sponsor's server records the entry information resulting from the customer clicking the "Submit Entry" button. Only one entry (via online, phone or email) per invoice will be accepted.

Enter by phone: A customer should receive a brochure from the shop at the time that they are paying for their service that will include a toll free number to call if they would like to participate telephonically in the survey. To access the survey, they must dial the toll free number and provide the requested information, including the "Shop Number" and "Invoice Number" (from the customer's invoice) and his/her name, full address and phone number. The customer will then be asked to respond to several questions regarding his/her most recent experience with one of the Sponsor's locations. Survey responses must be received by the Sponsor's server no later than 11:59 Eastern Time (ET) on the last day of a given Reward Period to be included in the random drawing for that period. "Receipt" of a telephone entry will occur when the Sponsor's phone records the entry information resulting from the customer completing the telephonic survey. Only one entry (via online, phone or email) per invoice will be accepted.

Enter through e-mail response: Customers who have provided us with their email

addresses will receive an e-mail with a link provided asking them if they would like to participate in the survey. To access the survey, a customer must click on the link to "Customer Satisfaction Survey" and provide the requested information, including the "Shop Number" and "Invoice Number" (from the customer's invoice) and his/her name, full address and phone number. The customer will then be asked to respond to several questions regarding his/her most recent experience with one of Sponsor's locations. Survey responses must be received by the Sponsor's server no later than 11:59 Eastern Time (ET) on the last day of a given Reward Period to be included in the random drawing for that period. "Receipt" of an online entry will occur when the Sponsor's server records the entry information resulting from the customer clicking the "Submit Entry" button. Only one entry (via online, phone or email) per invoice will be accepted. **Enter by mail: NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN.** If a customer does not have an invoice, the person may enter by printing his/her name, complete address, phone number and email address on a 3"x5" card and mailing it in an envelope no larger than 4 1/8" x 9 1/2" to:

Monro Muffler Brake, Inc.
Survey Reward Program
Attn. Customer Service Department
200 Holleder Parkway
Rochester, New York 14615

Mail-in entries must be postmarked no later than the last day of a given Reward Period and received by the Sponsor no later than 10 days following the Reward Period to be included in the drawing for that period. One entry per envelope and only one entry per household will be eligible during each Reward Period.

Prize: The Sponsor will select 1 winner during each Reward Period to receive a \$500 Visa Gift Card. Each winner will be notified by telephone, email or mail. The winner will be required to complete an affidavit of eligibility, liability and (where legal) a publicity release which must be returned within 14 days of his/her receipt of the notification letter or an alternate winner will be selected at random from the remaining eligible entries. The return of a prize notification letter as "undeliverable" will result in forfeiture of the prize and an alternate winner will be selected. Prizes are NOT transferable, or redeemable or exchangeable for cash. No prize substitutions are allowed, except at the Sponsor's sole discretion. The Sponsor reserves the right to substitute any portion of the prize with a prize of comparable or greater value.

Random Drawing: Winners will be selected in a series of 52 random drawings with one drawing (and one winner) to be held for each Reward Period; that is, one drawing each week beginning the calendar week of May 3, 2015 through the calendar week of March 20, 2016. Each drawing will consist of all eligible entries received for that particular Reward Period. All drawings will be conducted on or following the eleventh day following the applicable Reward Period. Entries received for a given Reward Period drawing will not be retained for subsequent drawings. The odds of winning will depend upon the actual number of eligible entries received for each Reward Period. Purchasing a product or service or participating in the Sponsor's survey will not increase a person's chances of winning.

Limitation of Liability: Sponsor is not responsible for any failure of the website during the Program Period, including any telephone problems or technical malfunction of any

computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the internet or at the website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material related to the Survey Reward Program, all of which may affect a person's ability to participate in the Program. All entries (online, telephone and mail-in) will become the property of the Sponsor. By participating in this Survey Reward Program, entrants agree to release and hold harmless Survey Reward Program Parties from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, 1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; or 2) participation in the Survey Reward Program or any prize-related activities, including but not limited to traveling to or from any prize-related activity. Under no circumstances will entrants be permitted to obtain awards for, and entrants hereby waive all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees. Entrants further waive all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with this Survey Reward Program, shall be governed by, and construed in accordance with, the substantive laws of the State of New York, without regard to New York conflict of law principles.

General: Sponsor's decisions will be final and binding on all matters relating to the Program. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend this Program at any time and in whole or in part. By submitting one or more entries in the Survey Reward Program, the entrant consents to Sponsor's use of his/her name, photograph and/or likeness, address, voice, and statements made by or attributed to him/her, in perpetuity, in any and all media now known or hereafter developed, for all legitimate business purposes including advertising and promotional activities without additional compensation, unless prohibited by law. Should a winner make any false statement(s) in any document referenced above, the winner will be required to promptly return the prize to the Sponsor.

Additional Terms: By participating, entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding with respect to all issues relating to this Survey Reward Program. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process, the operation of the Survey Reward Program or any website maintained by the Sponsor. For details regarding the collection of information from users of the website (including entrants), please consult the Sponsor's privacy policy on www.Monro-survey.com/privacy. Additionally, Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law.

Winners List: To learn the prize winner for a Reward Period, send a self-addressed stamped envelope (VT residents may omit return postage), postmarked no later than the 11th day following the end of a particular Reward Period to: Survey Reward Program Winner, Attn. Customer Service Department, 200 Holleder Parkway, Rochester, New York 14615.

Sponsor: Monro Muffler Brake, Inc., 200 Holleder Parkway, Rochester, NY 14615.

Privacy Policy

Singular Summary and Aggregate Statistical Information

Personal demographic and profile data regarding our Survey Participants is only shared with our Sponsors and other third parties on a singular summary basis or an aggregate basis. Singular summary information is data that describes the interest profile and demographics data of a Survey Participant without specifically identifying the Survey Participant. For example, this data does not contain personally identifying information such as an e-mail address. Aggregate information is data that describes the interest profiles and demographics of Survey Participants as a group (in the aggregate) without specifically identifying any single Survey Participant who helps comprise that group. This data also does not contain personally identifying information such as an e-mail address but describes group interest profiles (for example, car brand preferences of Survey Participants as a group) and group demographic information (for example, the average age of Survey Participants as a group).

Surveys

The information requested in these surveys may include, but is not limited to, your opinions, purchase history, and purchase intent regarding consumer and/or business products and services. Again, you are not required to provide us with this information if you do not want to. The information collected by these surveys is used in connection with market research sponsored by third-party companies and by us to customize and tailor your experience with our company. We reserve the right to share this information in singular summary and aggregate form with third parties.

Protection Private Information

We promise that we will never willfully sell, trade, rent, disclose, or make available your identity, e-mail address, phone number, or home address to any outside third party without receiving your authorization to do so, or unless we believe in good faith that such action is reasonably necessary: to comply with the law or any legal process; to investigate, prevent, or take action regarding illegal activities or suspected fraud; to establish, protect and/or defend our rights and property.

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