



THE BIG CHOICE SWEEPSTAKES

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

ELIGIBILITY: This sweepstakes is open only to legal U.S. residents who are U.S. Military Service members who either reside in the fifty (50) United States, or District of Columbia, or who are currently stationed outside the fifty (50) United States, or District of Columbia and possess an APO/FPO address, and who are 18 years of age or older. For the purpose of these Official Rules, a "Military Service member" is defined as an active or reserve member of the Army, Navy, Marine Corps, Air Force, Coast Guard or National Guard. Employees of General Motors, Military Discount Division ("Sponsor"), The Event Group ("Administrator") and their respective parents, affiliates, subsidiaries, advertising and promotion agencies and dealerships, and immediate family members (spouse, sibling, child, parent and each of their respective spouses, regardless of where they reside) and persons living in the same households of such persons, whether or not related, are not eligible to enter or win. Void where prohibited by law. Sweepstakes is subject to all applicable, federal, state and local laws.

HOW TO ENTER: Sweepstakes begins at 12:01 a.m. Eastern Time ("ET") on June 1, 2008 and ends at 11:59 p.m. ET on December 31, 2008 (the "Promotion Period"). During the Promotion Period, visit www.gmmilitarydiscount.com and register for the Program to be eligible. All registrations must be submitted by 11:59 p.m. ET on December 31, 2008 to be eligible. Entries generated by script, macro or other automated means will be void. Limit one (1) entry per person and per e-mail address for the entire Promotion Period. Multiple entries received from any person or email address after the first entry received from that person or email address will be void. All entries become the property of the Sponsor and will not be returned.

WINNER SELECTION & NOTIFICATION: A random drawing will be conducted on or about January 2, 2009 from among all eligible entries received. Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by telephone and/or mail and will be required to execute and return an Affidavit of Eligibility and Liability and (unless prohibited) Publicity Release within seven (7) days of date of attempted notification. Failure to return the required documents within the specified time period, the return of prize notification as undeliverable, Administrator's inability to contact a potential winner within a reasonable time period or noncompliance with these Official Rules may result in disqualification and, at Administrator's sole discretion and time permitting, the selection of an alternate winner for the applicable drawing. If a potential winner cannot accept a prize due to deployment, he/she may choose to either transfer the prize to an immediate family member or delay the prize until his/her return to the United States. If a winner chooses to delay his/her prize and Sponsor is unable to provide the prize (or portion thereof) at time of his/her return to the United States, Sponsor reserves the right to substitute a prize (or applicable portion thereof) with a prize of comparable or greater value of Sponsor's choice.

PRIZES (3): There are three (3) prizes available to be awarded (as described below). *The Grand Prize winner will have his/her choice of Prize A, Prize B or Prize C. The First Prize winner will have his/her choice of one of the two remaining prizes. The Second Prize winner will be awarded the remaining prize. Limit one (1) prize per household.*

Prize A: A Pontiac G8 GT. Manufacturers Suggested Retail Price ("MSRP"): \$35,000. All prize details, including color and options, will be determined by Sponsor in its sole direction. Winner must provide proof of insurance and valid U.S. driver's license to accept delivery of vehicle and must accept such delivery from a dealership near to winner's residence (as determined by Sponsor). All federal, state and local taxes and any costs and expenses related to prize acceptance and use not specified herein as being awarded, including, but not limited to, title, insurance, license and registration fees, are the responsibility of winner. Prize is awarded "as is" with no warranty (except the Manufacturer's Warranty) or guarantee, either express or implied.

Prize B: A trip for two (2) (on dates to be determined by Sponsor) to attend Super Bowl XLIII scheduled to take place at Raymond James Stadium in Tampa, FL in February, 2009. Trip includes: hotel accommodations for two (2) for five (5) days and four (4) nights (one (1) standard room, double occupancy), round trip coach class air transportation for two (2) from a major U.S. gateway airport nearest winner's residence to Tampa, ground transportation to and from airport and hotel, two (2) tickets to Super Bowl XLIII and select meals each day. Approximate Retail Value ("ARV"): \$10,000.

Prize C: A trip for two (2) (on dates to be determined by Sponsor) to attend the 2009 Daytona 500 at the Daytona International Speedway in Daytona Beach, FL in February, 2009. Trip includes: hotel accommodations for two (2) for four (4) days and three (3) nights (one (1) room, double occupancy), round trip coach class air transportation for two (2) from a major U.S. gateway airport nearest winner's residence to Daytona Beach, ground transportation to and from airport and hotel, two (2) tickets to the 2009 Daytona 500 and select meals each day. ARV: \$6,000

Trip Conditions/Restrictions (For Prize B & Prize C): Actual value may vary based on point of departure. If winner resides within a 100-mile radius of destination, Sponsor reserves the right to provide ground transportation in lieu of air transportation and no compensation or substitution will be provided for the difference in prize value. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. Winner and guest must travel together on the same itinerary. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18) unless child or legal ward of winner and must sign a liability/publicity release prior to issuance of travel documents. If guest is child or legal ward of winner, winner must execute and return all required documents on behalf of such child or legal ward. Winner must travel on dates specified by Sponsor or prize will be forfeited and, at Sponsor's sole discretion and time permitting, awarded to an alternate winner. Certain travel restrictions may apply. Actual value may vary based on point of departure. Tickets are subject to certain terms and conditions specified thereon. Seat locations will be determined by Sponsor. Winner and guest must comply with all venue rules and regulations. Failure to do so may result in forfeiture of such portion(s) of prize. In the event Sponsor is unable to provide tickets to the game or the race (as applicable), no compensation or substitution will be provided in lieu thereof; however, remainder of prize package will be awarded and Sponsor will have no further obligation to winner. Winners are responsible for all federal, state and local taxes and all other costs and expenses associated with prize acceptance and use not specified herein as being provided, including additional transportation, meals, gratuities and souvenirs.

General Prize Conditions: Prizes are transferable; no substitutions or cash equivalents allowed, except at the sole discretion of Sponsor. Sponsor reserves the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. Each winner will be issued an IRS Form 1099 reflecting the actual value of the prize. All prize details are at the sole discretion of the Sponsor. Total ARV of all prizes: \$51,000.

GENERAL CONDITIONS: Participants agree to be bound by the terms of these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters relating to this sweepstakes. Acceptance of a prize constitutes permission for Sponsor and its designees to use each winner's name, city and state of residence and likeness for advertising and promotional purposes in any and all media now or hereafter known throughout the world in perpetuity without additional compensation, notification or permission, unless prohibited by law. By entering, participants agree to release and hold harmless Sponsor, The Event Group, and their respective parent companies, subsidiaries, affiliates, dealerships, prize suppliers and advertising and promotion agencies, and each of their respective directors, officers, employees, shareholders and agents (collectively, "Releasees") from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this sweepstakes or the acceptance or use of a prize (including any travel/activity related thereto or any injury or harm resulting from the use of a vehicle). Releasees shall not be responsible for lost, late, inaccurate, incomplete, misdirected, stolen, undelivered, delayed, damaged, illegible or garbled entries, or for lost interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors of any kind including electronic, computer, network, mechanical, technical, printing, typographical, human or other errors relating to or in connection with the sweepstakes, including, without limitation, errors which may occur in connection with the administration of the sweepstakes, the processing of entries, the cancellation or postponement of any event, the announcement of the prizes or in any sweepstakes-related materials. Releasees are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the sweepstakes. Releasees are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the website. If for any reason this sweepstakes is not capable of running as planned due to virus, bugs tampering, unauthorized intervention, fraud, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes, Administrator reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process (and void all associated entries), and to cancel, terminate, modify or suspend the sweepstakes or any element thereof. Should the sweepstakes be terminated prior to the stated expiration date, notice will be posted and Administrator may, at its sole discretion, conduct a random drawing to award prize for the sweepstakes using all eligible, non-suspect entries received as of the action requiring such termination. CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

WINNERS' LIST: To receive names of the winners by mail (available after February 15, 2009), please mail a self addressed stamped envelope to: GM Military Discount Sweepstakes Winners, 19 Grady Court, Coldwater, MI 49036, for receipt by March 15, 2009.

SPONSOR: General Motors, Military Discount Division, 100 Renaissance Center, Detroit, MI 48265.

ADMINISTRATOR: The Event Group, 19 Grady Court, Coldwater, MI 49036.