

## Black Magic® Skins and Rims Promotion Official Rules

**NO PURCHASE OR TEXT MESSAGE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

The Black Magic Skins and Rims Promotion (the “Promotion”) starts at 12:01 AM Central Time (“CT”) on February 15, 2010 and ends 11:59 PM CT on May 31, 2010 (“Promotion Period”).

**Who may enter:** Promotion open only to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older as of February 15, 2010. Employees, officers, directors, and members of their immediate families (spouse, parents, siblings and children and their respective spouses, regardless of where they reside) and households of each, whether or not related, of SOPUS Products (“Sponsor”), Speed Channel, Inc., their respective parent companies, affiliates, subsidiaries, distributors, dealers, retailers, printers and advertising and promotion agencies, and any and all other companies associated with this Promotion are not eligible to participate. Promotion is subject to all applicable federal, state and local laws.

**Timing:** The Promotion will be divided into fifteen (15) weekly entry periods during the Promotion Period (see chart below) (each, a “Weekly Entry Period”). There will be a drawing for each of the fifteen (15) Weekly Entry Periods during the Promotion Period that will include all eligible entries received for each such Weekly Entry Period.

Week	Weekly Entry Period Starts (12:01 AM CT) on:	WeeklyEntry Period Ends (11:59 PM CT) on:
1	<b>February 15, 2010</b>	<b>February 21,2010</b>
2	<b>February 22, 2010</b>	<b>February 28, 2010</b>
3	<b>March 1, 2010</b>	<b>March 7, 2010</b>
4	<b>March 8, 2010</b>	<b>March 14, 2010</b>
5	<b>March 15, 2010</b>	<b>March 21, 2010</b>
6	<b>March 22, 2010</b>	<b>March 28, 2010</b>
7	<b>March 29, 2010</b>	<b>April 4, 2010</b>
8	<b>April 5, 2010</b>	<b>April 11, 2010</b>
9	<b>April 12, 2010</b>	<b>April 18, 2010</b>
10	<b>April 19, 2010</b>	<b>April 25, 2010</b>
11	<b>April 26, 2010</b>	<b>May 2, 2010</b>
12	<b>May 3, 2010</b>	<b>May 9, 2010</b>
13	<b>May 10, 2010</b>	<b>May 16, 2010</b>
14	<b>May 17, 2010</b>	<b>May 23, 2010</b>
15	<b>May 24, 2010</b>	<b>May 31, 2010</b>

**There are four (4) ways to enter during the Promotion Period:** 1) Visit your local participating retailer during the Promotion Period, complete an official entry form (while supplies last), insert into a properly stamped mailing envelope and mail to: Black Magic Skins and Rims Promotion #0146, P.O. Box 809004, Houston, Texas 77280-9921; Or 2) write your name, address, city, state, zip code, , home telephone number (including area code) and email address (optional) on a 3” x 5” card and mail in a properly stamped envelope to: Black Magic Skins and Rims Promotion #0146, P.O. Box 809004, Houston, Texas 77280-9921. Entry forms must be filled out completely and each entry must be an original official entry form (copies and facsimiles will not be accepted), separately mailed and handwritten. Mailed entries must be postmarked by the last day of the applicable Weekly Entry Period

(unless such day is a Sunday or postal holiday, in which case they must be postmarked the following business day) and received seven (7) days thereafter to be eligible for the applicable Weekly Entry Period. Or 3) Enter the Promotion by text messaging the word "RIMS" to 78247 from your 2-way text messaging capable wireless device. Once you send the text message, you will be automatically entered into the Promotion. Each text message sent to 78247 will count as one (1) entry in the Promotion. All entrants must have a two-way text messaging capable wireless device in order to enter the Promotion using the text messaging method. Entrants will be charged their standard text-messaging rate for each text message sent and received through their wireless device according to the terms in their Wireless Calling Plan. Text messaging and wireless service are not available in all areas. See your wireless service provider for text messaging capabilities and pricing plan details. Or 4) Go online during the Promotion Period to <http://www.Blackmagicshine.com> and follow the instructions on how to enter under the promotions link. Entries must be submitted by 11:59 PM CT on the last day of the applicable Weekly Entry Period to be eligible for that drawing. Sponsor's computer will be the official timekeeper of this Promotion. All entries will be deemed to be made by the authorized account holder of the valid e-mail address or wireless phone number and he/she must comply with these Official Rules. Entries are limited to one (1) entry per person/per-e-mail address/phone number/per day, regardless of method of entry. Entries received from any person in excess of the stated limitation will be void. Entries generated by script, macro, and other automated or mechanical means or means which subvert the entry process will be void. In the event of a dispute, the authorized account holder of the e-mail address/phone number used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned to an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The "authorized account holder" for a text message entry is the natural person who assigned to a wireless phone number by a wireless service provider or other organization that's responsible for assigning wireless phone numbers to the wireless phone number associated with the submitted message. All entries and prize claims become the property of the Sponsor and will not be returned.

**Random Drawings & Notification:** Following each Weekly Entry Period, one Weekly Grand Prize Winner, twenty five (25) First Prize winners and twenty five (twenty five) Second Prize winners will be randomly selected from among all eligible entries received for that Weekly Entry Period (see chart above), via a drawing conducted by independent judges. Winners will be notified by phone or email during the following week. Odds of winning a Grand, First or Second Prize depend on the number of eligible entries received for the applicable Weekly Entry Period. Non-winning Entries from any Weekly Entry Period will not be included in any subsequent Weekly Entry Periods; Potential Grand Prize winners will (and potential First and Second Prize winners may) be required to complete and return an affidavit of eligibility, liability, and publicity release (unless prohibited by law) within ten (10) days of notification. In the event of noncompliance with these Official Rules, if the entrant cannot be contacted by Sponsor within a reasonable time period, if any prize or prize notification is returned as undeliverable, prize will be forfeited and an alternate winner may be selected for the Weekly Entry Period at issue. If a potential winner is at least 18 but still considered a minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein . The decisions of the judges are final. Limit one (1) Grand, First or Second Prize per person per e-mail address and per household.

**Prizes: Fifteen (15) Grand Prizes:** A set of four (4) tires and wheels. Brand may vary based on winner's vehicle. Approximate Retail Value ("ARV") of Grand Prize is \$2,000.00. **Three Hundred Seventy Five (375) First Prize winners (twenty five (25) for each Weekly Entry Period):** A Black Magic Bull Run baseball cap. ARV \$12.00 each. **Three Hundred Seventy Five (375) Second Prize winners (twenty five (25) for each Weekly Entry Period):** A Black Magic Bull Run T-shirt. ARV \$10.00 each. ARV of all prizes is \$38,250.00. Exact size of T-shirts and hats will be determined by Sponsor in its sole

discretion. Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor. All prize details are at Sponsor’s sole discretion.

Prize details and availability are subject to change, in which case Sponsor reserves the right to substitute a prize with one of comparable or greater value. Winners are responsible for all local, state and federal taxes, if any and any costs and expenses associated with prize acceptance and use not specified herein as being provided, including, if the Grand Prize winner, the cost of installation. Prizes are non-transferable, substitutable, or redeemable for cash, except at Sponsor’s sole discretion. No substitutions or cash redemptions, except at Sponsor’s sole discretion. Grand Prize Winner is responsible for installation fees and all winners are responsible for any other fees associated with receiving a prize. All prizes will be awarded provided a sufficient number of eligible entries are received. Acceptance of prize also constitutes permission to use winner’s name, biographical information, voice and/or likeness for Sponsor’s promotional and/or advertising purposes without further notice, approval, or compensation. By participating, entrants agree to be bound by the Official Rules of this Promotion and the decisions of the Sponsor and judges which are final and binding.

**Conditions:** Sponsor, Speed Channel, Inc., and their respective parent companies, affiliates, subsidiaries, distributors, dealers, retailers, printers and advertising and promotion agencies and any and all other companies associated with this Promotion and each of their respective employees, officers, directors, agents and shareholders (collectively, the “Released Parties”) are not responsible for (1) lost, late, stolen, misdirected, damaged, illegible, garbled, delayed, incomplete, or postage-due entries or text messages or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers hardware/software, lost, interrupted or unavailable network connections, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, cellular tower, telephone or cable transmissions, incomplete, garbled or delayed computer transmissions or any combination thereof; (2) any damage to any participant’s computer system/software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise related to or in connection with the Promotion including, without limitation, errors or problems in connection with the administration of the Promotion, the processing of entries, mail or text messages, the announcement of the prizes or errors resulting from participation or downloading any materials connected with this Promotion; (3) any incorrect or inaccurate information whether caused by entrants, errors by any of the equipment or programming associated with or utilized in the Promotion; (4) should any portion of the Promotion be compromised by virus, bugs, worms, non-authorized technical or human error or other causes; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, from entrants’ participation in this Promotion or receipt or use or misuse of a prize. Entries and prize claims will be void if incomplete, defective, altered, forged or obtained outside authorized channels. Persons found tampering with or abusing any aspect of this Promotion, or whom Sponsor reasonably believes to be causing fraud or disruption will be disqualified and all associated Entries will be void. Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, for any reason, including if any fraud, technical failure or any other factor beyond Sponsor’s control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion and, if cancelled, at its discretion, select the potential winner(s) for the Weekly Entry Period at issue from all eligible, non-suspect entries received for the applicable Weekly Entry Period prior to action taken or as otherwise deemed fair and appropriate by Sponsor. By participating in this Promotion, entrants hereby agree to release and hold Released Parties harmless from and against all losses, damages, liabilities, claims, actions, proceedings or judgments, including but not limited to, personal injury, death or damage to or loss of property, arising out of or relating to entrant’s entry or participating in this Promotion or use or misuse of any prizes awarded hereunder. The Official Rules shall be governed by the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules, which could cause the application of the laws of any jurisdiction other than the State of Texas. CAUTION: ANY ATTEMPT TO DELIBERATELY

DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**Winners' List:** To receive a list of the winners (available after July 1, 2010), please send a self-addressed, stamped envelope before December 31, 2010 to: Black Magic Skins and Rims Promotion #0146 Winners List, P.O. Box 809004, Houston, Texas 77280-9921.

**Sponsor:** SOPUS Products, P.O. Box 4427, Houston, TX 77210-4427.  
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