

H-D Insurance™ Sweepstakes Spending Spree
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

PROMOTION DESCRIPTION: The H-D Insurance™ Sweepstakes Spending Spree (“Sweepstakes”) begins on June 1, 2018 at 7:00 A.M. Central Time (“CT”) and ends 11:00 P.M. CT on August 31, 2018 (the “Sweepstakes Period”) and consists of three one-month periods (June 1, 2018 – June 30, 2018; July 1, 2018 – July 31, 2018; August 1, 2018 – August 31, 2018) (each a “Monthly Promotion”; entry period for each Monthly Promotion is a “Monthly Promotion Period”). Each Monthly Promotion is a separate sweepstakes. Sentry Insurance a Mutual Company (“Sponsor”) is the sponsor of this Sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sweepstakes officials, which shall be final and binding in all respects and decisions. Sponsor is responsible for the collection, submission or processing of entries and the overall administration of the Sweepstakes. Entrants should look solely to Sponsor with any questions, comments or problems related to the Sweepstakes.

ELIGIBILITY: Open only to legal residents of the fifty (50) United States and the District of Columbia who are at least 18 years of age and have reached the age of majority in their state of residence. Void in Puerto Rico, Guam, the U.S. Virgin Islands, and where prohibited by law. Sponsor, Sentry Insurance, and its parents, subsidiaries, affiliates, sales representatives, advertising and promotion agencies, and Harley-Davidson Insurance Services, its parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (collectively, the “Promotion Entities”), and members of such persons’ immediate families and/or persons living in the same household as such persons, are ineligible to enter the Sweepstakes or win a prize.

HOW TO ENTER THE SWEEPSTAKES: There are three (3) ways to enter the Sweepstakes: (1) in-store, (2) online, and (3) mail-in. For in-store entry, you must visit a participating Harley-Davidson® retail location and request a new motorcycle policy quote from Harley-Davidson Insurance Services during the Sweepstakes Period. For online entry, go to Insurance.Harley-Davidson.com and request a new motorcycle policy quote from Harley-Davidson Insurance Services during the Sweepstakes Period. For mail-in entry, send your name, address, city, state, zip, and date of birth to: H-D Insurance™ Sweepstakes Spending Spree, Sentry Insurance, P.O. Box 8034, Stevens Point, WI 54481-8034. Mail in entries must include consumer contact information to be used for notifying potential winners, and be received by Sponsor by the first business day of the month following the Monthly Promotion Period in order to be eligible. If you properly complete one of these entry methods, you will then be entered into the current Monthly Promotion Period. Entries must be submitted during the applicable Monthly Promotion Period to be eligible for the prize awarded for such period. Limit one entry per person per Monthly Promotion Period, regardless of method of entry. Subsequent entries submitted by the same person/email/address in the same Monthly Promotion Period will be void. If you do not win in the Monthly Promotion Period, you may enter the Sweepstakes in the subsequent Monthly Promotion Period(s) by completing one of the methods of entry described above. Non-winning

entries from a Monthly Promotion will not roll-over to subsequent Monthly Promotions. Limit one prize per person per the entire Sweepstakes Period.

ENTRIES: Entries that are mechanically reproduced, copied, illegible, incomplete, late or inaccurate are void. Incomplete entries not complying with these Official Rules are subject to disqualification and will be deemed void. Sponsor's entry decisions are final on all matters relating to this Sweepstakes. All materials submitted in connection with the Sweepstakes become the property of Sponsor and will not be returned. Sponsor is not responsible for late, lost, incomplete, illegible, damaged, inaccurate, delayed or misdirected entries. Sponsor's use of information submitted by entrant in connection with the Sweepstakes, will be subject to the terms and conditions stated in these Official Rules as well as to Sentry's Privacy Policy available on the Sponsor's Web Site at Insurance.Harley-Davidson.com. To the extent of any conflict between these Official Rules and the Sponsor's Privacy Policy, these Official Rules shall govern. The Sweepstakes website's database clock will be the official timekeeping device for the Sweepstakes.

WINNER SELECTION: The potential winner of each Monthly Promotion will be selected in a random drawing from among all eligible entries received during the respective Monthly Promotion Period. The random drawing will be conducted on or about the end of the relevant Monthly Promotion by Sponsor or its designated representatives, whose decisions are final. There will be one winner chosen. The potential winner may be required to sign an affidavit of eligibility/liability release, applicable tax forms, and where legal, have the option to sign a publicity release, and return these documents to Sentry Insurance properly executed, within 7 days of issuance of notification or as otherwise directed by Sponsor in writing. Non-compliance within this time frame or with the Official Rules, or if the prize or prize notification is returned as undeliverable, will result in the entrant being disqualified, and the prize will be awarded to a potential alternate winner. Odds of winning any prize will depend upon the number of eligible entries received during each Monthly Promotion Period.

PRIZE: One (1) winner each Monthly Promotion ("Winner") will receive the following prize ("Prize"): one H-D™ gift card for \$5,000 for use at a participating Harley-Davidson® retail location on any product or service and an additional \$2,500, which may be used by the Winner, at the Winner's discretion, to help offset taxes associated with the receipt of the gift card [ARV: \$ 7,500]. The total prize value for all prizes to be awarded for this Sweepstakes (*i.e.*, one (1) winner for each of the three (3) Monthly Promotions): \$22,500.

Sponsor reserves the right in its sole and absolute discretion to award a prize of equal or greater value if a prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Other restrictions, conditions, and limitations may apply. H-D Gift cards may be subject to additional terms and conditions stated on it. Sponsor will not replace any lost or stolen prize items.

General Conditions: The Sweepstakes is governed by the laws of the United States and the

State of Wisconsin. All federal, state and local laws and regulations apply. Prize will only be awarded and/or delivered to addresses within the United States. All federal, state and/or local taxes, fees, and surcharges are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize. If prize is forfeited, an additional drawing at random from eligible entries may be made to determine a winner. Except where prohibited by law, each winner grants (and agrees to confirm that grant in writing) permission for Sentry Insurance their advertising and promotional agencies, and those acting under its authority to use such winner's name, photograph, voice and/or likeness, for advertising and/or publicity purposes in all media now known or hereafter discovered, worldwide and on the internet, without notice, review, approval, or additional compensation.

Release of Liability: By acceptance of a prize, winner will agree that Promotion Entities will have no liability whatsoever for, and shall be held harmless by winner, against, any and all liability for injuries, loss or damage of any kind to persons, including death, or property damage resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize, participation in this promotion, preparing for or participating in any Sweepstakes-related activity. Promotion Entities expressly disclaim any responsibility or liability for injury or loss to any person or property in connection with the prizes awarded. Entrants agree to indemnify Promotion Entities for any unauthorized use or misuse of or modification to the Prize.

Conduct: Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operations of the Sweepstakes, or the Sweepstakes Site; 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.

CAUTION: ANY DELIBERATE ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE ANY WEBSITE OR 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 ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT PROVISION.

Limitation of Liability: Sponsor is not responsible for any incorrect or inaccurate information, whether caused by entrants, website users, mobile handset users, or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error, which may occur in the processing of submissions or in the administration of the Sweepstakes. Sponsor assumes no responsibility for any misdirected, late, undeliverable or lost mail, or any error, omission, interruption, deletion, defect, delay of operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries or any part of the Sweepstakes. Sponsor is not responsible for any typographical or other error in the printing of this offer, administration of the sweepstakes, or in the announcement of prizes, including erroneous appearance of qualification for a prize, and under no circumstances will more than the stated number of prizes be awarded. Sponsor reserves the right, in its sole and absolute discretion, to modify, cancel, or suspend this sweepstakes, or to amend the Official Rules at any time, without prior individual notice, should any factor interfere with the administration, security, or proper play of this sweepstakes, as contemplated by these Official

Rules. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrant's or any other person's computer related to or resulting from participating downloading materials in the Sweepstakes. Sponsor is not responsible for any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. In such event, Sponsor may, in its sole discretion, perform the random drawing from among all eligible entries received prior to or after such cancellation, suspension, or modification. In the event of a dispute concerning who registered online to participate in the Sweepstakes, the registration will be declared to have been made by the authorized account holder of the email address and who is defined as the natural person who is assigned to an email address by an internet provider, online service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible.

DISPUTES/CHOICE OF LAW: EXCEPT WHERE PROHIBITED, EACH ENTRANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY STATE OR FEDERAL COURTS SITUATED IN THE STATE OF WISCONSIN, (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT ATTORNEYS' FEES; AND (3) NO PUNITIVE, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR OTHER DAMAGES, INCLUDING WITHOUT LIMITATION, LOST PROFITS, MAY BE AWARDED (COLLECTIVELY, "SPECIAL DAMAGES"), AND (4) ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM SPECIAL DAMAGES AND ALL RIGHTS TO HAVE SUCH DAMAGES MULTIPLIED OR INCREASED. WISCONSIN LAW, WITHOUT REFERENCE TO CHOICE OF LAW RULES, GOVERNS THE SWEEPSTAKES AND ALL ASPECTS RELATED THERETO.

Winner's List: To obtain a copy of any legally required winner list or a copy of the Official Rules, send the applicable request and a self-addressed, stamped, #10 envelope to Sentry Insurance, Attn: H-D Insurance™ Sweepstakes Spending Spree, P.O. Box 8034, Stevens Point, WI 54481-8034 no later than September 30, 2018.

SPONSOR: The Sweepstakes is sponsored by Sentry Insurance a Mutual Company, 1800 North Point Drive, Stevens Point, WI 54481-8034.

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ABBREVIATED RULES

NO PURCHASE NECESSARY. Open to all legal residents of the continental U.S. who have reached at least 18 years of age and have reached the age of majority in their state of residence. All federal, state and local laws apply. Void where prohibited. Begins 6/1/18 and ends 8/31/18 and consists of three distinct monthly promotion periods (6/1/18-6/30/18; 7/1/18-7/31/18; and 8/1/18-8/31/18). Employees, officers, directors of Sponsor, Harley-Davidson Insurance Services and its affiliates, related parties and immediate families are not eligible. To enter visit a participating Harley-Davidson® retail location and request a new insurance quote, request a new insurance quote online at Insurance.Harley-Davidson.com or mail in your contact information to Sponsor. One (1) Prize Winner each month for a total of three (3) Prize Winners will receive one H-D™ gift card for \$5,000 to a Harley-Davidson retail location and a \$2,500 cash prize [ARV: \$7,500; ARV of all Prizes: \$22,500]. Odds of winning depend on the number of eligible entries received. Sponsored by Sentry Insurance, 1800 North Point Drive, Stevens Point, WI 54481-8034. For full official rules, visit <https://www.insurance.harley-davidson.com/shopping-spree>.