

MSF RIDE ON! WRITE ON! SLOGAN CONTEST GUIDELINES

RULES

No purchase necessary to enter or win. Void where prohibited by law.

Entries must be made through the contest banner on the MSF homepage (www.msf-usa.org) by 6:00 P.M. September 28, 2009. Slogan is limited to 10 words or 140 characters. Maximum three entries per person.

Entries cannot contain any material copyrighted by others.

Entries will be reviewed by a panel of MSF associates who will select their 10 favorite semi-final slogans by September 30, 2009.

If two or more people submit the same semi-final slogan, a random drawing will be used to choose whose submission will be used.

Those 10 slogans will be posted for a vote by the public, with votes being tabulated by October 15, 2009. The submitter of the most popular slogan will be awarded a \$599 gift certificate to Whitehorse Gear; the submitter of the second most popular slogan will win a \$400 gift certificate to Whitehorse Gear; the submitter of the third most popular slogan will win a \$300 gift certificate to Whitehorse Gear.

By submitting a slogan to MSF, you assign all intellectual property rights in that slogan to MSF. All submissions become the property of MSF, which reserves the right to edit or reject any slogan for any reason at any time during or after the contest. MSF also reserves the right to use any of the 10 semi-final slogan(s) in any manner and medium whatsoever, with no further compensation (other than the prize money awarded to the 3 winning slogans).

The 3 winning slogans, and the name and state of the winners, will be posted on the MSF website on or after October 16, 2009. Winners will be notified by email.

Contest open only to women age 18 and over who are legal residents of the U.S.

MSF employees and their families are not eligible to enter or win the contest. MSF RiderCoaches can enter and win.

Odds of winning depend on the number of entries received.

All taxes are the responsibility of winners.

MSF is not responsible for any computer or internet failure of any kind which delays or prevents transmission of an entry to MSF.

Prize winners must sign a statement of eligibility and a publicity release.

Contest sponsored by Motorcycle Safety Foundation®, 2 Jenner, Suite 150, Irvine, CA, 92618