

Twitter Contest Rules

Contest: Royal Purple Rising Star

Eligibility: No purchase necessary to enter or to claim the prize. The Royal Purple Rising Star Contest (the "Contest") is open to anyone who is at least 18 years of age. Royal Purple ("Sponsor") and its respective companies, subsidiaries, affiliates, suppliers, advertising agencies, and the families and persons living in the same household such as employees are not eligible to participate. The Contest is subject to all federal, state, and local laws. Void where prohibited or restricted by law or regulations.

How To Enter:

Text your answers to the question "Who were the Royal Purple Rising Stars during the Texans Pre-season?" to RP 88222. The contest begins at 10 a.m. Central Standard Time ("CST") on Sunday, Sept. 11, 2011 and ends at 5 p.m. CST on Sept. 11, 2011 (the "Contest Period"). In the event of a dispute over the identity of an entrant, the entrant will be the registered owner of the Twitter account.

Selection of Winners: At the end of the Contest Period five winners will be randomly selected by the Sponsor from the eligible pool of entries who have submitted the correct answers to the question. The odds of winning depend upon the number of entries (followers) received.

The winners will be notified by tweet and direct message on or about two (2) days after the applicable entry period ends. The decisions of the Sponsor are final and binding on all matters relating to the Contest. Winner will be required to sign and return to Sponsor an affidavit of eligibility and liability/publicity release within ten (10) days of the date of winning notification; otherwise the prize will be forfeited, and a new winner will be randomly selected.

Grand Prize: Five (5) randomly selected winners and a guest will be guests at the Royal Purple Suite at the Royal Purple Raceway in Baytown, TX for the Super Chevy event on Saturday, Oct. 15, 2011. Winners and guests will receive suite passes upon arrival at the venue and catered lunch and beverages in the Royal Purple suite. Winners will also be awarded one (1) certificate for a case of Royal Purple motor oil in the viscosity of their choice. Return of the completed certificate to the named address will complete product request. Product will be shipped directly to the winner's shipping address as indicated on the certificate. Costs for transportation and any additional spending money for food, beverages or merchandise is not the responsibility of the Sponsor.

All prizes must be taken as offered and are not exchangeable, transferable, redeemable for cash or for resale. In the event that a prize is unavailable, the Promoter reserves the right to substitute a prize of equal or greater value. No responsibility will be accepted by the Sponsor for any lost or misdirected mail.

Conditions of Participation: By entering, entrants agree to be bound by these Official Rules including all eligibility requirements. Sponsor's use of information submitted by entrants in connection with this Contest will be subject to the terms and conditions stated in these Official Rules. All materials submitted in connection with the Contest become the property of Sponsor and will not be returned. By accepting a prize, winner consents to the use of his/her name, image, likeness, photograph, voice and biographical material and entry submission for advertising, publicity and promotional purposes by Sponsor, or a party designated by Sponsor, in any and all media now or hereafter known including but not limited to, any online announcements, or for sharing this information with the press for viewing, whether TV or print, throughout the world in perpetuity, without additional compensation, notification or permission, except where prohibited by law. Entrants agree that the conditions of submission set forth in these Official Rules, and all documents and agreements incorporated in these Official Rules by reference, solely

govern the relationship between entrants and Royal Purple in connection with this Contest. Entrants agree to waive any right to claim ambiguity in these Official Rules. Entrants agree that any and all disputes shall be governed by the laws of the State of Texas.

Limitation of Liability: ENTRANTS HEREBY AGREE TO RELEASE, INDEMNIFY AND HOLD HARMLESS SPONSOR, AND THE HOUSTON TEXANS., THEIR RESPECTIVE PARENT COMPANIES, AFFILIATES, SUBSIDIARIES, DIVISIONS, ADVERTISING AND PROMOTION AGENCIES, FACEBOOK AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND SHAREHOLDERS (COLLECTIVELY, THE "RELEASEES") FROM ANY CLAIMS, ACTIONS, LOSSES, LIABILITIES, COSTS AND EXPENSES (INCLUDING BUT NOT LIMITED TO ATTORNEYS' FEES), INJURY, LOSS OR DAMAGES OF ANY KIND (COLLECTIVELY, "CLAIMS"), INCLUDING BUT NOT LIMITED TO, PERSONAL INJURY OR DEATH, RESULTING FROM PARTICIPATING IN THE SWEEPSTAKES OR ANY CLAIMS ARISING FROM THE ACCEPTANCE, POSSESSION, OR USE OR MISUSE OF ANY PRIZE AWARDED OR PARTICIPATION IN ANY PRIZE-RELATED ACTIVITY. THIS LIMITATION OF LIABILITY IS A COMPREHENSIVE LIMITATION OF LIABILITY THAT APPLIES TO ALL DAMAGES OF ANY KIND, INCLUDING (WITHOUT LIMITATION) COMPENSATORY, DIRECT, INDIRECT, OR CONSEQUENTIAL DAMAGES; LOSS OF DATA, INCOME, OR PROFIT; LOSS OR DAMAGE TO PROPERTY; AND CLAIMS BROUGHT BY THIRD PARTIES. ELIGIBLE PARTICIPANTS AGREE THAT RELEASEES HAVE NOT MADE NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION, OR GUARANTEE, STATUTORY, EXPRESS OR IMPLIED (INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, TITLE, AND FITNESS FOR A PARTICULAR PURPOSE), IN FACT OR IN LAW, RELATIVE TO THE CONTEST OR THE PRIZE AWARDED. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, RELEASEES DO NOT MAKE ANY EXPRESS OR IMPLIED WARRANTIES OR REPRESENTATIONS WITH RESPECT TO ANY PROMOTIONAL WEB SITE AND RELEASEES SHALL NOT BE LIABLE FOR THE CONSEQUENCES OF ANY INTERRUPTIONS OR ERRORS RELATED THERETO. Releasees are not responsible for lost, late, incomplete, illegible, inaccurate, delayed, garbled, damaged, stolen or misdirected entries or submissions, or problems of any kind, whether mechanical, human or electronic. Releasees are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, inability to access a website, inability to submit an entry, complete a survey or fraud, incomplete, garbled, or delayed computer transmissions or inaccurate transcription of entry information, whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit an Eligible Participant's ability to participate in the Contest. Releases are not responsible for late, lost, incomplete, illegible, damaged or misdirected entries or mail. Entry materials that have been tampered with or altered are void. Sponsor reserves the right, in its sole discretion, to cancel or suspend part or all of the Contest modify these Official Rules at any time without notice, if in the judges' opinion there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if any virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or integrity and proper play of the Contest or for any other reason in its sole discretion. In such event, Sponsor may void any entries they suspect are at issue and award the prize from among all non-suspect eligible entries received up to the date of cancellation. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE OR ANY ONLINE SERVICE RELATED TO THE CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of such term or any other provision. Sponsor reserves the right to disqualify any entrant who violates the rules or interferes with the Contest in any manner. If an entrant is disqualified,

Sponsor reserves the right to terminate such entrant's eligibility to participate in the Contest. Any attempt by an individual to access any website associated with the Contest via a bot script or other brute force attack or any other unauthorized means will result in that individual's IP address and all entries from that IP address becoming ineligible. Use of automated entry devices or programs is prohibited.

Disputes: Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Eligible Participant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules (whether of the State of Texas, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Texas.

Sponsor: The Sponsor of this Contest is Royal Purple Inc., 1 Royal Purple Ln., Porter, TX 77365.