



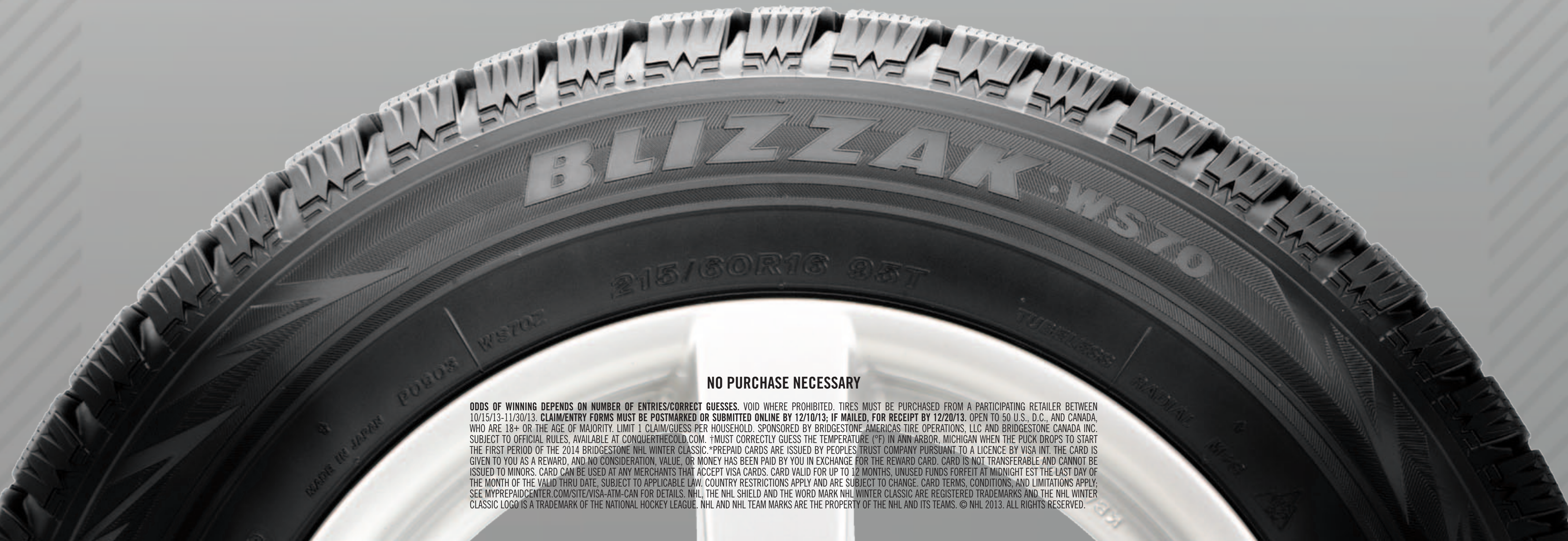
GUESS THE TEMP YOU CAN WIN YOUR TIRES

(Up to \$990CAN on a Bridgestone Visa® Prepaid Card*)

Up to 2,000 guaranteed winners, selected by drawing. Buy a set of 4 Blizzak™ Winter Tires now and, if you correctly guess the temperature when the puck drops at the 2014 Bridgestone NHL Winter Classic®, we'll reimburse you if selected.†



Visit ConquerTheCold.ca for details.



NO PURCHASE NECESSARY

ODDS OF WINNING DEPENDS ON NUMBER OF ENTRIES/CORRECT GUESSES. VOID WHERE PROHIBITED. TIRES MUST BE PURCHASED FROM A PARTICIPATING RETAILER BETWEEN 10/15/13-11/30/13. CLAIM ENTRY FORMS MUST BE POSTMARKED OR SUBMITTED ONLINE BY 12/10/13. IF MAILED, FOR RECEIPT BY 12/20/13. OPEN TO 50 U.S., D.C., AND CANADA, WHO ARE 18+ OR THE AGE OF MAJORITY. LIMIT 1 CLAIM/GUESS PER HOUSEHOLD. SPONSORED BY BRIDGESTONE AMERICAS TIRE OPERATIONS, LLC AND BRIDGESTONE CANADA INC. SUBJECT TO OFFICIAL RULES, AVAILABLE AT CONQUERTHECOLD.COM. †MUST CORRECTLY GUESS THE TEMPERATURE (°F) IN ANN ARBOR, MICHIGAN WHEN THE PUCK DROPS TO START THE FIRST PERIOD OF THE 2014 BRIDGESTONE NHL WINTER CLASSIC. *PREPAID CARDS ARE ISSUED BY PEOPLES TRUST COMPANY PURSUANT TO A LICENSE BY VISA INT. THE CARD IS GIVEN TO YOU AS A REWARD, AND NO CONSIDERATION, VALUE, OR MONEY HAS BEEN PAID BY YOU IN EXCHANGE FOR THE REWARD CARD. CARD IS NOT TRANSFERABLE AND CANNOT BE USED BY MINORS. CARD CAN BE USED AT ANY MERCHANTS THAT ACCEPT VISA CARDS. CARD VALID FOR UP TO 12 MONTHS. UNUSED FUNDS FORFEIT AT MIDNIGHT EST THE LAST DAY OF THE MONTH OF THE VALID THRU DATE. SUBJECT TO APPLICABLE LAW, COUNTRY RESTRICTIONS APPLY AND ARE SUBJECT TO CHANGE. CARD TERMS, CONDITIONS, AND LIMITATIONS APPLY. SEE MYPREPAIDCENTER.COM/SITE/VISA-ATM-CAN FOR DETAILS. NHL, THE NHL SHIELD AND THE WORD MARK NHL WINTER CLASSIC ARE REGISTERED TRADEMARKS AND THE NHL WINTER CLASSIC LOGO IS A TRADEMARK OF THE NATIONAL HOCKEY LEAGUE. NHL AND NHL TEAM MARKS ARE THE PROPERTY OF THE NHL AND ITS TEAMS. © NHL 2013. ALL RIGHTS RESERVED.



**\$70 BRIDGESTONE
VISA® PREPAID
CARD***

By mail when you buy a set of 4 Blizzak™ Winter Tires.

**OFFER GOOD ON TIRES PURCHASED
OCT. 15 THROUGH DEC. 15, 2013**



Visit ConquerTheCold.ca for details.



TIRES MUST BE PURCHASED FROM A PARTICIPATING RETAILER BETWEEN 10/15/13-12/15/13. CLAIM FORM REQUIRED BY MAIL OR THROUGH UPLOAD AT BRIDGESTONEREWARDS.COM. SEE STORE ASSOCIATE FOR DETAILS. *PREPAID CARDS ARE ISSUED BY PEOPLES TRUST COMPANY PURSUANT TO A LICENSE BY VISA INT. THE CARD IS GIVEN TO YOU AS A REWARD, AND NO CONSIDERATION, VALUE, OR MONEY HAS BEEN PAID BY YOU IN EXCHANGE FOR THE REWARD CARD. CARD IS NOT TRANSFERABLE AND CANNOT BE ISSUED TO MINORS. CARD DOES NOT HAVE CASH ACCESS AND CAN BE USED AT ANY MERCHANTS THAT ACCEPT VISA CARDS. CARD VALID FOR UP TO 6 MONTHS. UNUSED FUNDS FORFEIT AT MIDNIGHT EST THE LAST DAY OF THE MONTH OF THE VALID THRU DATE. SUBJECT TO APPLICABLE LAW. COUNTRY RESTRICTIONS APPLY AND ARE SUBJECT TO CHANGE. CARD TERMS, CONDITIONS, AND LIMITATIONS APPLY. SEE MYPREPAIDCENTER.COM/SITE/CONQUERTHECOLD FOR DETAILS.

BRIDGESTONE CONQUER THE COLD MAIL-IN PROMOTION



OFFER BT11180

Please Print Clearly

OFFICIAL CLAIM FORM

Purchase between: October 15–December 15, 2013.

Please indicate below which tires were purchased and choice of award.

Submit this claim* no later than January 15, 2014.

First Name _____ Last Name _____

Mailing Address (Postal Box is not allowed) _____

City _____ Province _____ Postal Code _____

Email Address (REQUIRED TO RECEIVE STATUS UPDATES REGARDING YOUR CLAIM) _____

Receipt/Invoice Date: ____/____/2013
Mobile Phone _____ Month Day _____

Check if you would like to receive future Bridgestone marketing updates and promotions via email and/or text.

I had my new set of 4 eligible Bridgestone tires mounted on the following vehicle:

Year _____ Make _____ Model _____

Thank you for choosing Bridgestone tires. Please see below for partial official rules of offer.

I have read and complied with all the OFFICIAL RULES, available at ConquerTheCold.ca. Enclosed is my store-identified receipt/invoice(s) indicating an eligible tire purchase, proof of mounting, and this original claim form. I hereby confirm that all information herein is valid and correct.

X _____

PURCHASER'S SIGNATURE REQUIRED

OFFER EXCLUDES ALL OTHER BRIDGESTONE TIRES AND COSTCO PURCHASES. Offer will be fulfilled with your choice of a \$70 Bridgestone Visa® Prepaid Card or SiriusXM Onyx with Vehicle Kit with 3 Months of Service + Free Activation. Only 1 offer shall be issued per household.

Please allow 8 to 12 weeks for delivery. Postal boxes are not accepted and will be disqualified. Visit ConquerTheCold.ca to check the status of your claim or to contact us.

BRIDGESTONE CONQUER THE COLD MAIL-IN PROMOTION PARTIAL OFFICIAL RULES (FOR FULL OFFICIAL RULES, VISIT CONQUERTHECOLD.CA)

- Submit your store-identified, dated, ORIGINAL final paid receipt/invoice, with your name, dealer name, date of purchase showing eligible tire purchase, price paid and proof of mounting with this completed claim form. **Circle the tire purchase on your receipt/invoice. PHOTOCOPIES WILL NOT BE ACCEPTED.** Limit one reward claim/sweepstakes entry per household.
- Name on claim form and on receipt/invoice MUST be the same. This offer (including sweepstakes) is for retail purchasers only and excludes commercial, fleet and group purchases along with employee changeovers or warranty replacement purchases.
- Offer valid in Canada. Void where prohibited, taxed or restricted. Must be 18 or the age of majority, whichever is older.
- Receipts/invoices and submissions that are altered, forged, illegible, incomplete or defaced in any way are invalid and will automatically be deemed ineligible. **Fraudulent submissions may result in prosecution under applicable law.**
- Bridgestone Canada Inc. does not share, sell, or otherwise distribute customer information to third parties. The information collected herein is solely used by Bridgestone for marketing purposes and for the administration of the program.
- Neither Bridgestone Canada Inc. nor Bridgestone Program Headquarters or claim form processor are responsible for late, lost, illegible, postage due or misdirected mail, online claims that are corrupted, inaccessible, garbled or otherwise defective or for online claims not received due to electronic, programming, technological problems, malfunctions or failures of any kind or congestion on the internet or at any website. Bridgestone Canada Inc. reserves the right to cease making the claim form available online due to electronic, programming or technological problems/malfunctions/failures of any kind. Please make copies of your submission as original materials become the property of Bridgestone and will not be returned to customer.
- All decisions made by Bridgestone Canada Inc. and Bridgestone Program Headquarters are final. For inquiries after 4 weeks, contact our toll-free number: 866-433-3009.
- Tires must be purchased and mounted during the promotion period. No special orders.
- On this claim form, you may include your temperature guess (°F) as to what the temperature will be at the 2014 Bridgestone NHL Winter Classic® at Michigan Stadium on the University of Michigan campus in Ann Arbor, Michigan, scheduled to take place on January 1, 2014, at the time the puck drops to begin the first period of the hockey game (approximately, 1:25 p.m. ET; with the understanding that actual starting time of the hockey game has not yet been finally determined). Guess must be in degrees Fahrenheit (not Celsius or other measure) and must be to the nearest whole degree (no decimals accepted). For example, if you guess 19.7°, the guess will be recorded as 19°. There will be no rounding up or down. Once verified, your claim form constitutes your entry in Bridgestone's Conquer the Cold sweepstakes. All participants that correctly guessed the temperature (i.e., the temperature as established by a Sponsor-specified on-site adjudicator) will be entered once into a random drawing. Administrator will select up to 2,000 potential winners in the random drawing from among all eligible entries received. Once verified, winner will be reimbursed for the amount spent on their Blizzak tires, up to \$990.00 (if participant spent more than \$990, he/she will not receive the difference), awarded as a prepaid card (separate official rules apply). **NO PURCHASE NECESSARY.** For complete details including method of entry without purchase, see Official Rules, available at ConquerTheCold.ca.
- Prepaid cards are issued by Peoples Trust Company pursuant to a licence by Visa Int. The card is given to you as a reward and no consideration, value, or money has been paid by you in exchange for the reward card. Card is not transferable and cannot be issued to minors. Country restrictions apply and are subject to change. Card terms, conditions, and limitations apply. Rebate prepaid card does not have cash access and can be used at any merchants that accept Visa cards. Rebate card valid for up to 6 months, unused funds forfeit at midnight EST the last day of the month of the valid thru date, subject to applicable law; see MyPrepaidCenter.com/site/conquerthecold for details. Sweepstakes prepaid card can be used at any merchants that accept Visa cards. Sweepstakes card valid for up to 12 months, unused funds forfeit at midnight EST the last day of the month of the valid thru date, subject to applicable law; see MyPrepaidCenter.com/site/visa-atm-can for details.
- Onyx radio requires a subscription to the SiriusXM Canada satellite radio service. A credit card is required to receive 3 months of free "Select" SiriusXM Canada satellite radio service. You must select a renewal term at the time of activation of your free subscription. While you won't be charged for your free subscription, SiriusXM Canada will begin billing your credit card on file for your chosen renewal term in total in advance at the end of the free subscription period at the then applicable billing rates unless you cancel prior to the end of the free subscription period. You will not be charged any cancellation fee for doing so. Subsequent renewals are automatically billed in total in advance on the credit card on file at the rates effective on the date of renewal. Subscriptions are subject to the SiriusXM Customer Agreement available at www.siriusxm.ca/terms.

CLAIM FORMS MAY BE FILED ONLINE AT CONQUERTHECOLD.CA OR MAILED, WHICH MUST BE SUBMITTED ONLINE OR POSTMARKED BY 12/10/13 (AND MAIL RECEIVED BY 12/20/13) TO BE ELIGIBLE FOR THE SWEEPSTAKES; OR SUBMITTED ONLINE OR POSTMARKED BY 1/15/14 TO BE ELIGIBLE FOR THE OFFER ONLY, TO:

**BRIDGESTONE CANADA OFFER BT11180
3000 BOUL DES LAURENTIDES
LAVAL, QC H7K3G5**

Award will be paid with a \$70 Bridgestone Visa® Prepaid Card or SiriusXM Onyx with Vehicle Kit with 3 Months of Service + Free Activation.

ELIGIBLE TIRES: Purchase a set of 4 eligible tires below and receive your choice of reward.

SiriusXM Onyx with Vehicle Kit with 3 Months of Service + Free Activation¹¹
OR \$70 Bridgestone Visa® Prepaid Card¹⁰

Blizzak™ DM-V1 Blizzak™ LM-32 RFT Blizzak™ MZ-03 RFT
 Blizzak™ DM-Z3 Blizzak™ LM-50 RFT Blizzak™ W965
 Blizzak™ LM-25 RFT Blizzak™ LM-60 Blizzak™ WS60
 Blizzak™ LM-25 4x4 Blizzak™ LM-60 RFT Blizzak™ WS70
 Blizzak™ LM-32

***To be included in the Guess The Temp Sweepstakes, purchase must be made between: October 15–November 30, 2013.** Claim/entry forms must be postmarked or submitted online at ConquerTheCold.ca by December 10, 2013; if submitted via mail, claim/entry form must be received by December 20, 2013 in order to be eligible for the sweepstakes. If you want to participate in the offer only, purchase must be made by December 15, 2013. You must submit online or postmark your claim form and receipt/invoice by January 15, 2014. You will NOT be eligible for the sweepstakes, even if your claim form includes an eligible guess, if purchase is made between December 1–December 15, 2013.

Fill out your temperature (°F) guess as to what the temperature will be at the 2014 Bridgestone NHL Winter Classic® at Michigan Stadium on the University of Michigan campus in Ann Arbor, Michigan, scheduled to take place on January 1, 2014, at the time the puck drops to begin the first period of the hockey game (approximately 1:25 p.m. ET; with the understanding that actual starting time of the hockey game has not yet been finally determined). Participants with correct guesses will be entered once into a random drawing. Administrator will select up to 2,000 potential winners in the random drawing from among all eligible entries received. Winners will be reimbursed for the cost of their Blizzak tires, up to a max of \$990 on a Bridgestone Visa® Prepaid Card. See below for full details.

YOUR TEMPERATURE GUESS (must be a whole number with no decimals, ex: 23): _____ °F

**ORIGINAL FINAL PAID RECEIPT/INVOICE
must be submitted with this claim form.**