

KIA HIGH ROLLER EVENT CONTEST

THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY AND IS GOVERNED BY CANADIAN LAW.

1. CONTEST PERIOD:

The **Kia High Roller Event Contest** (the “**Contest**”) begins on October 1, 2011 at 12:00:01 a.m. Eastern Time (ET) and ends on December 19, 2011 at 11:59:59 p.m. ET (the “**Contest Period**”).

2. ELIGIBILITY:

Contest is open to all legal residents of Canada who: (i) are the registered owner of a Kia Vehicle prior to October 1, 2011; and (ii) have reached the age of majority in their province/territory of residence at the time of entry; except employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of **Kia Canada Inc.** (the “**Sponsor**”), its parent companies, subsidiaries, affiliates, distributors, dealerships, prize suppliers, advertising/promotion agencies and the Independent Contest Organization (collectively, the “**Contest Parties**”). By participating in this Contest, you agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the “**Rules**”).

3. HOW TO ENTER:

NO PURCHASE NECESSARY.

Entrants will require a valid Dealer Code (the “**Dealer Code(s)**”) for entry into the Contest. Dealer Codes can be obtained at any participating Kia dealership during the Contest Period. To enter online, go to www.kiahighroller.ca (the “**Website**”), click on the “contest entry link, and an entry form will appear. Fully complete the entry form, which requires you to: (i) enter your full name, complete mailing address (including postal code), valid email address, telephone number, eligible Vehicle Identification Number (“**VIN**”) and Dealer Code; and (ii) agree to the terms and condition of these Official Rules and Regulations (the “**Rules**”). Once you have fully completed the entry form, click the “Submit” button to complete your entry (the “**Entry**”). To be eligible, your Entry must be received within the Contest Period. All eligible Entries received during the Contest Period will be entered into the random prize draw (see Rule 5). Prizes will only be awarded to the person whose name appears on the vehicle registration associated with the VIN number provided at time of Entry.

There is a limit of one (1) Entry per vehicle/unique VIN number permitted during the Contest Period. For greater certainty, entrants may only use one (1) email address to enter the Contest. If it is discovered that you have attempted to: (i) obtain more than one (1) Entry per person/email address during the Contest Period; or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Contest; then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from the Contest and all of his/her Entries are subject to disqualification. Use of any automated, script, macro, robotic or other program(s) to enter is prohibited and will automatically result in disqualification. All eligible Entries received during the Contest Period in accordance with these Rules will be entered into the random prize draw (see Rule 5).

4. THE PRIZES AND APPROXIMATE RETAIL VALUES:

GRAND PRIZE: There will be one (1) Grand Prize available to be won, consisting of one (1) Kia High Roller VIP Las Vegas Experience trip for two (2) to Las Vegas, Nevada for four (4) nights, which includes: round trip airfare (economy class) for the winner and his/her travel companion to Las Vegas, Nevada from the Canadian international gateway airport nearest the winner's residence; accommodation for two (2) (double occupancy) for four (4) nights in a luxury suite at the Aria hotel, limousine transportation to and from the airport to hotel, two hundred and fifty dollars (\$250.00 CDN) food and beverage allowance for six (6) days for the winner, and two tickets of the winners choice from a list of available of Las Vegas shows; and one thousand dollars (\$1,000.00 CAD) spending money for the winner; collectively with an approximate retail prize value of Six Thousand Dollars (\$6000.00 CDN) based on a Toronto departure example, although the actual retail value may vary depending on the point of departure (the “**Grand Prize**”).

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable or convertible to cash (no substitutions except at Sponsor's option); (ii) all travel and other expenses related to the Grand Prize must occur within one (1) year of the awarding of the Grand Prize; (iii) the winner and his/her travel companion must: (a) travel on same itinerary; (b) have all necessary documentation to permit travel (e.g. passport, visa); and (c) not have any barrier to entry into the United States of America; (iv) the costs of everything not specifically stated above as included in the Grand Prize are the sole responsibility of the winner and his/her and travel companion, including, without limitation: additional meals and drinks; gratuities; additional entertainment; health

and travel insurance; transportation for winner and his/her travel companion to and from the Canadian international airport nearest the winner's residence; additional transportation while in Las Vegas, Nevada; excess baggage fees; and items of a personal nature (NOTE: winner may be required to present a valid major credit card in winner's name at the time of hotel check-in to cover any incidental expenses); (v) if the winner (and/or his/her travel companion) does not utilize or accept any part(s) of the Grand Prize, then any such part(s) not utilized or accepted will be forfeited in their entirety and nothing will be substituted in their place; (vi) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (vii) all travel and other arrangements relating to the Grand Prize must be made through the Sponsor or its designated agents; (viii) by accepting the Grand Prize, the winner agrees to waive all recourse against the Releasees if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part; and (ix) the winner's travel companion must sign and return the Sponsor's release (by the date indicated on the release form) indicating that he/she waives all recourse against the Releasees relating to their participation in the Grand Prize (including, without limitation, any travel related thereto). The winner's travel companion must be over the age of majority in his/her province/territory of residence. The Grand Prize will only be awarded to the entrant whose full name and valid e-mail address appears on the Official Contest entry form.

REGIONAL SECONDARY PRIZES: There will be six (6) Secondary Prizes available to be won, as outlined per region and shown below; each consisting of one (1) personal computer tablet having an approximate retail prize value of Six Hundred Ninety Nine Dollars (\$699.00 CDN) each (the "Secondary Prize(s)").

Secondary Prizes will be awarded regionally as follows:

Region (the "Region(s)")	No. of Prizes Available
Eastern Region (Ontario and Quebec)	2
Central and Northern Region (Saskatchewan and Manitoba, Nunavut and NWT)	2
Atlantic Region (Nova Scotia, P.E.I., New Brunswick, Newfoundland, Labrador)	1
Western Region (British Columbia and Alberta and Yukon)	1

Total approximate retail value of Secondary Prizes is Three Thousand Four Hundred and Ninety Five Dollars (\$3,495.00 CDN). Secondary Prizes must be accepted as awarded and are not transferable, assignable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole discretion, to substitute any Prize or a component thereof with a prize of equal or greater value, including, without limitation, but at Sponsor's sole discretion, a cash award. Prizes will only be awarded to the person whose verifiable full name and valid email address appears on the official Contest entry form. Limit one (1) Secondary Prize per person.

5. PRIZE DRAW AND WINNER SELECTION:

On December 28, 2010 (the "Draw Date") in Brantford, ON at approximately 2:00 p.m. ET, one (1) eligible Grand Prize entrant followed by six (6) Regionally selected entrants (per each Region, as shown in Rule 4 – Regional Secondary Prizes), will be selected by random draw from among all eligible Entries received during the Contest Period. The odds of winning depend on the number of eligible Entries received during the Contest Period.

The Sponsor or its designated representative will make a maximum of three (3) attempts to contact each selected entrant by telephone or email (using the information provided on the Entry Form) within ten (10) business days of the Draw Date. If a selected entrant cannot be contacted within three (3) attempts or ten (10) business days of the Draw Date (whichever occurs first), or if there is a return of any notification as undeliverable; then he/she will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected entrant).

Before being declared a confirmed winner, each selected entrant will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within ten (10) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize as awarded; (iii) releases the Releasees from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet. If a selected entrant: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; and/or (c) cannot accept the Prize for any reason; then he/she will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected entrant).

6. GENERAL CONDITIONS:

All Entries become the property of the Sponsor. The Releasees assume no responsibility for lost, delayed, incomplete, incompatible or misdirected Entries. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or entrants.

The Releasees will not be liable for: (i) any failure of the Website during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer online systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating or downloading any material in the Contest; and/or (v) any combination of the above.

All Entries are subject to verification. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, with the consent of the Régie, reserves the right to cancel or suspend this Contest, or to amend these Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy statement (available at: <http://kia.ca/pages/company/Legal.aspx>), unless the entrant otherwise agrees.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

7. INTELLECTUAL PROPERTY

All intellectual property used by the Sponsor in connection with the promotion and/or administration of the Contest, including, without limitation, all trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned (or licensed, as the case may be) by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any such intellectual property without the express written consent of its owner is strictly prohibited.

8. LANGUAGE DISCREPANCY

In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Contest entry form, French version of these Rules, and/or point of sale, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control.

KIA HIGH ROLLER SCRATCH 'N SAVE EVENT
OFFICIAL CONTEST RULES

Kia Canada Inc. ("KIA") proudly announces the High Roller Scratch 'n Save Event (the "Contest"). In this time-limited contest, every eligible contestant wins a discount of up to twenty percent (20%) off the purchase of eligible Genuine Kia Parts and Services.

PLEASE READ THESE OFFICIAL CONTEST RULES (THE "RULES") IN THEIR ENTIRETY BEFORE ENTERING THE CONTEST. PLEASE DO NOT ENTER THE CONTEST UNLESS YOU AGREE TO ACCEPT AND BE BOUND BY THESE RULES; PARTICIPATION IN THE CONTEST CONSTITUTES FULL AND UNCONDITIONAL AGREEMENT WITH THESE RULES AND ALL TERMS AND CONDITIONS GOVERNING THE ADMINISTRATION OF THIS CONTEST.

1. Contest Period:

The Contest will run from October 3, 2011 to December 19, 2011 (the "Contest Period") during the hours of operation of participating KIA dealerships. Hours of operation vary by dealership. Please contact your local dealership for their hours of operation.

2. Eligibility:

To enter and to be eligible to win, contestants must be residents of Canada who, at the time of entry, have reached the age of majority in their province or territory of residence. Current and former employees of KIA, KIA advertising or promotional agencies, Contest judging organizations and their respective subsidiaries, affiliates, representatives, dealers or agents (collectively "Contest Sponsors"), or their parents, children, siblings or any person with whom they are domiciled are ineligible to enter. No purchase is necessary to enter this Contest. No credit checks or signed papers are required to enter this Contest.

3. To Enter:

To enter, eligible contestants must visit a participating KIA dealership during the Contest Period to receive a scratch card entry form (a "Scratch Card"). Contestants must then scratch the specified area on the Scratch Card to reveal a Prize, the amount of which may applied as a discount against the purchase of any eligible Genuine Kia parts and services ("Eligible Parts and Services", as defined below) from the participating Kia dealership. Only one Scratch Card is permitted per person.

4. Prizes:

Prizes in three (3) categories are available to be won: Six Thousand (6,000) First Prizes consisting of a Twenty Percent (20%) discount; Twenty-Four Thousand (24,000) Second Prizes consisting of a Fifteen Percent (15%) discount; and Thirty Thousand (30,000) Third Prizes consisting of a Ten Percent (10%) discount (collectively the "Prizes").

The Prize may be applied as a discount against purchases of any or all of the following only: any Kia dealership service with a value of over \$150 (parts and labour cost); wiper blades and winter floor mats and liners; spark plugs; antifreeze fluid, any genuine Kia accessory; and/or Kia's 41-point vehicle inspection, as more particularly specified by the participating KIA dealership ("Eligible Parts and Services"). The Prize is valid and may be redeemed only during the Contest Period, after which time it is null and void.

Each contestant may be eligible to win only one of the available Prizes, which is the Prize randomly allocated to them by the scratch card, and every contestant will win one Prize upon completion of their entry into the Contest.

Prizes may not be combined or compounded. All Prizes are applicable exclusively towards the purchase of one or more Eligible Parts and Services. Prizes may not be used in conjunction with other consumer sale promotions offered by KIA at the time of the purchase of Eligible Parts and Services. Any costs or expenses incurred by the contestants in claiming or using their Prizes as well as any other incidental costs and expenses not specifically referred to, including but not limited to supplementary or optional parts or labour costs, are the sole responsibility of the contestant.

5. Prize Allocation:

The total number of Prizes available to be won are allocated regionally, equally among four regions defined by KIA as follows: Atlantic (Newfoundland/Labrador, New Brunswick, Nova Scotia and Prince Edward Island); Eastern (Quebec); Central (Ontario and Manitoba); and Western (British Columbia, Alberta, Saskatchewan and Yukon).

The Prizes available to won in each region is as follows:

- Fifteen Hundred (1,500) First Prizes;
- Six Thousand (6,000) Second Prizes; and
- Seven Thousand Five Hundred (7,500) Third Prizes.

The odds of winning a Prize in each region is as follows:

- One (1) in Ten (10) First Prizes;
- Two (2) in Five (5) Second Prizes; and
- One (1) in Two (2) Third Prizes.

All Prizes are randomly distributed to participating dealerships in each region throughout the Contest Period. The number of Prizes available to be won decreases as scratch cards are acquired by eligible contestants. Only the maximum number of Prizes allocated regionally contemplated by the Rules will be awarded.

If, by reason of error, more Prizes are claimed than the number set forth in these Rules, all contestants making valid claims will be included in a random draw to award the number of Prizes available in each category in each region. In no event will the number of Prizes awarded in each category exceed the total number of available Prizes in each category specified in the Rules.

6. Prize Claiming:

Only one Prize per contestant may be applied towards the purchase of any Eligible Parts and Services and must be claimed by December 19, 2011. The Prize amount will be applied against the total financial obligation the contestant would otherwise be required to pay the KIA dealer for the purchase of the selected Eligible Parts and Services, before any applicable sales taxes and environmental handling fees. All contestants must present proof that they have reached the age of majority in their province of residence in order to claim their Prize and complete the transaction in accordance with the Contest eligibility provisions of these Rules.

7. Prize Substitution:

Prizes are non-exchangeable, non-transferable, non-refundable, have no cash surrender value and must be accepted as awarded with no substitutions.

8. General Conditions:

To win, eligible contestants must first have complied with the Rules in their entirety. All prize winners must present a valid Canadian driver's license for operation of an automobile and pay any outstanding amounts owing to the participating KIA dealer prior to the redemption of a Prize. All Prizes must be claimed no later than December 19, 2011 from the participating KIA dealer where the scratch card was obtained.

Scratch cards are subject to verification. Contest Sponsors reserve the right, in their sole discretion, to disqualify a person if he/she enters the Contest or tries to do so by any means contrary to these Rules or which would otherwise be unfair to other contestants or where scratch cards are generated by any unauthorized mechanical or automated means. This Contest is subject to all Federal, Provincial and Municipal laws and is void where prohibited. The Contest is administered by Cyclone Creative, 44 Steinway Blvd., #10, Toronto, Ontario M9W 6Y7 (the "Contest Judges"). All decisions of the Contest Judges are final.

9. Privacy & Publication Notice:

By entering this Contest, each contestant agrees to be bound by these Rules and the decision of the Contest Judges, and further consents to the use of their name, city of residence, likeness, photograph, image and voice, without compensation, in any publication or advertising in any medium carried out by the Contest Sponsors. All Scratch Cards remain the property of KIA and will not be returned upon redemption. Personal information collected from a contestant to enable the contestant to enter this contest will not be transmitted or used except for the purpose of this Contest without the prior consent of the contestant, or for other identified purposes with the consent of the contestant, and in accordance with KIA's privacy policy, which may be found at <http://www.kia.ca/pages/company/Legal.aspx>.

10. Modification or Termination:

Subject to applicable law, Contest Sponsors reserve the right to cancel, terminate or modify the Rules or administration of the Contest, or to suspend the Contest in whole or in part in their sole and absolute discretion without prior notice and with no obligation or liability, for any reason, including if for any reason the Contest is not capable of running as planned, whether due to technical failure, or computer virus, tampering, fraud, or corruption of security or proper administration of the Contest or other causes beyond the control of Contest Sponsors.

In the event of any discrepancy between the terms of the Rules and other statements made relating to the Contest or contained in any Contest-related materials, including but not limited to the Scratch Card, or television, print, online or point-of-sale advertising, the terms of the Rules prevail.

11. Liability:

Contest Sponsors, their directors, officers, partners, dealers and employees shall not be responsible for any injuries, loss or damages of any kind (compensatory, direct, indirect, incidental, consequential or otherwise) with respect to, or in any way arising from the Contest or the Prizes awarded, including but not limited to: (i) lost, stolen, unredeemed, destroyed, damaged, misdirected, illegible, incomplete, fraudulent or late Scratch Cards which will be void; (ii) failure to receive Scratch Cards for any reason or errors of any kind; or (iii) printing or typographical errors in the Contest's related material or human error. A prize winner's refusal or inability to accept the Prize awarded shall release Contest Sponsors from all obligation. In no event shall Contest Sponsors be held to award more prizes than what is mentioned in these Rules or to award prizes otherwise than in compliance with these Rules.