

KIWI IRON ONLINE MOTORCYCLE SHOW TERMS AND CONDITIONS (RULES)

2015 Kiwi Iron Online Motorcycle Show (the "Contest") starts on January 1, 2015 at 12:01 AM NZDT and ends on June 30, 2015 at 11:59 NZT ("Contest Period").

Kiwi Iron Contest

ELIGIBILITY: Contest is open to legal residents of New Zealand and existing owners of motorcycles entered as of December 31, 2014. There is no limit to number of bikes entered per person.

COST: Entry to the Kiwi Iron Online Motorcycle Show is Free.

HOW TO ENTER: During the Contest Period, visit www.motorcyclealley.co.nz and complete the online registration process. Follow the directions provided to submit the details along with photographs of your motorcycle. Photographs should be of the bike only. Photos must be submitted in JPEG format and should not exceed 4mb. If you are not already a member of Motorcycle Alley you will be required to register prior to entering the Contest. Registration and competition entry is free. All entries become the sole property of Motorcycle Alley and will not be returned.

Entrant must be the sole owner of the motorcycle submitted. Photographs must be entrant's own original work, be in keeping with the appropriate category and may not be offensive, as determined by Motorcycle Alley in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Motorcycle Alley reserves the right to disqualify any entry it deems to be offensive, inappropriate, not in keeping with the theme of the competition or that is otherwise not in compliance with these Official Rules, in its sole discretion.

By submitting an entry, each entrant agrees that Motorcycle Alley may post his/her photo entry together with model, year and other information about the bike and entrant, as determined by Motorcycle Alley in its sole discretion on www.motorcyclealley.co.nz for viewing by visitors to the website. In addition the information may be published in magazines, newspapers, newsletters (electronic or paper) or other online sites for promotional or informative purposes at the sole discretion of Motorcycle Alley.

Competition winners or entrants may be requested to provide information and/or high resolution pictures of their motorcycle for editorials.

PRE REGISTRATIONS: Pre registrations will be accepted from December 1 2014. Entries can be submitted at www.motorcyclealley.co.nz. Pre registrations will automatically go 'live' on the web site at 12:01 AM NZDT on January 1, 2015.

CATEGORIES: All motorcycles entered will be entered into one of the following categories

Classic – Open to motorcycles that are over 25 years old as at 31 December 2014.

Cruiser - Open to a style of motorcycle which features a laid back posture, a relaxed front fork angle and an arms and/or feet-forward riding position. For the purpose of this competition Touring and Bobber style motorcycles are included in the Cruiser category.

Sportsbike – Open to motorcycles optimised for speed, acceleration, braking, and cornering on paved surfaces, typically at the expense of comfort and fuel economy by comparison with more standard motorcycles. For the purposes of this competition the

Sportsbike category includes road bikes and track racing bikes.

Dirtbike – Open to motorcycles designed for use on rough terrain, such as unsurfaced roads or tracks. For the purpose of this competition Moto, Motard, Enduro, Dual Purpose, Speedway, Trail, Trials and Supercross bikes are considered to be part of the Dirtbike category.

Each motorcycle may only be entered into the competition once and only in one category.

VOTING: Voting for favourite motorcycles is open to the general public. In order to vote registration with Motorcycle Alley is required. Once registered and logged in, votes may be placed.

Voting is limited to one vote per category per day for each person.

The monthly votes counter will be reset to zero at the end of each month once the monthly winner has been determined.

A total votes counter will display the cumulative votes that an entry has received since it was entered. This counter serves no purpose other than to give the entrant an indication of their total votes received.

JUDGING: All eligible entries received by Motorcycle Alley will be voted on by visitors to Motorcycle Alley web site. Each month the 5 motorcycles in each category with the most votes will be judged. From these motorcycles Judges from Motorcycle Alley will select a monthly winner from each category. The monthly category winners will be entered into the 'Hall of Fame'. Judges' decisions are final and binding on all matters relating to this Contest.

Once a monthly winner for each category has been decided upon, the vote count will be reset to zero. Voting will continue and the new monthly winner will be selected as per the above process.

Each new month a winner from each category will be determined and placed in the Hall of Fame.

At the end of the competition an overall category winner will be selected from the monthly winners hall of fame. Each category will be judged by a panel of independent judges based equally on the following criteria: creativity, use of accessories and originality. Judges' decisions are final and binding on all matters relating to this Contest.

PRIZES: To ensure fairness and encourage entries all prizes will be given in the form of spot prizes. All entered motorcycles will be eligible for spot prizes. Spot prizes will be drawn randomly each month from all motorcycles entered in the competition. Spot prizes will be issued throughout the duration of the competition. Winners will be notified by email and via the Motorcycle Alley Facebook page. A list of prize winners and associated prizes will be published on the Motorcycle Alley web site.

The prize for the monthly winners and overall category winners will be 'The Glory'. Overall category winners will be presented with a winners ribbon.

OWNERSHIP/USE: By submitting an entry, entrant agrees Motorcycle Alley shall own the entry submitted (including the photograph and all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the entry and all elements of such entry in any and all media now known or not currently known, throughout the

world in perpetuity, without compensation, permission or notification to entrant or any third party.

UNSUBSCRIBE: Motorcycle Alley shares your concerns about the privacy of your personal information. By entering this Contest, entrants agree to receive marketing materials, communications and other materials from Motorcycle Alley or selected sponsors / promotional partners associated with the competition. An entrant not interested in receiving future promotional offers should email info@motorcyclealley.co.nz to notify Motorcycle Alley that he or she does not desire to receive such materials

CHANGE OF THE TERMS & CONDITIONS AND RIGHT TO DISQUALIFY

Motorcycle Alley reserves the right to change the rules and these Terms & Conditions from time to time and such changes will be available on www.motorcyclealley.co.nz

If in Motorcycle Alley's opinion the contest is compromised by any event beyond Motorcycle Alley's control, Motorcycle Alley reserves the right to modify, terminate, amend or extend the contest without responsibility and liability for any amount or kind of loss or damage that may result to you or any third party (whether direct or indirect).

At any time during the contest, Motorcycle Alley reserves the right in its sole discretion to disqualify and remove any Entrant for any failure to observe these Terms & Conditions (including but not limited to, because Motorcycle Alley believes the Entrant engaged in cheating and in general for violations of the provisions set out in these Terms and Conditions) or where applicable any other kind of illegal or inappropriate behavior.

FAIR PLAY

You hereby confirm that the personal data you enter in connection with the contest is accurate and up to date.

You confirm and are responsible that your entry does not:

- contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights;
- contain brand names or trademarks,
- contain copyrighted material not created by you,
- contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the entry is created.

WINNER NOTIFICATION: Potential winner will be notified by email, Facebook or telephone using the information provided on such potential winner's entry. ("Prize Notification"). Prize Notification by telephone and/or email shall be deemed to have occurred on the date Motorcycle Alley first attempts to make email, Facebook and/or telephone contact with a potential winner

If any prospective potential winner is found to be ineligible for any reason, an alternate potential winner may be selected at Motorcycle Alley's sole discretion. If Prize Notification is returned as undeliverable, it will result in disqualification, and the Prize may be awarded to an alternate potential winner selected at Motorcycle Alley's sole discretion. Any non-response by a potential winner or Motorcycle Alley's failure to receive a response from any potential winner within the prescribed three (3) business day period will result in disqualification of such potential winner and the selection of an alternate potential winner in Motorcycle Alley's sole discretion and time permitting. In the event Motorcycle Alley is unable to contact a potential winner or if a potential winner is non-compliant with these Official Rules, the potential winner will be disqualified and an alternate potential winner will be selected. Motorcycle Alley is not responsible for unsuccessful efforts to notify any potential winner.

GENERAL: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Motorcycle Alley and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge, indemnify and hold harmless Motorcycle Alley, and its parent, affiliates, subsidiaries, dealerships and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest, the acceptance, possession, use or misuse of any prize (including any travel or activity related thereto) or Released Parties' use of any of the rights granted herein; and (c) to the use of his/her name, city and state of residence, likeness, photograph and/or other likeness and entry (including photograph of bike) for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known (including on Motorcycle Alley's website), and in perpetuity by Motorcycle Alley and its designees, without compensation, notification or permission, unless prohibited by law, and to execute specific consent to such use if asked to do so.

Released Parties are not responsible for: late, lost, damaged, delayed, inaccurate, misdirected, incomplete, illegible, undeliverable, destroyed, mutilated, garbled or stolen entries; the incorrect or inaccurate capture of entry or other information or the failure to capture any such information; any lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; other errors or malfunctions of any kind relating to or in connection with the Contest, whether computer, network, typographical, printing, human, mechanical, electronic or otherwise, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prizes or in any Contest-related materials. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the web site. Motorcycle Alley may disqualify anyone from participating in the Contest or winning a prize if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other entrant or Motorcycle Alley's representatives or who is otherwise in violation of these Official Rules. ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, MOTORCYCLE ALLEY RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL

PROSECUTION. Motorcycle Alley reserves the right in its sole discretion to terminate or suspend any portion of the Contest should virus, worms, bugs, non-authorized human intervention or other causes corrupt the administration, security or proper play of the Contest and, if terminated, at its discretion, judge all eligible, non-suspect entries received up to time of such impairment to award the prizes using the judging procedure described above.