

ABBREVIATED DISCLOSURES:

NO PURCHASE NECESSARY. Sweepstakes begins on or about 9/12/17 at 12:00:01 am ET and ends on 12/31/17 at 11:59:59 pm ET. Open only to legal U.S. residents residing in the 50 U.S. & D.C. who are 21+ and are members of the Hertz Gold Plus Rewards® program. The Hertz Gold Plus Rewards program is free to join. For more information, go to <https://www.hertz.com/rentacar/member/enrollment>. See Official Rules at <https://hertz.gold.com/goldgiveaway> for details on how to enter without completing a qualifying rental/additional eligibility restrictions, prize descriptions/restrictions/ARVs and complete details. Additional restrictions apply to renters aged 21-24. Void where prohibited. Sponsored by The Hertz Corporation.

HERTZ GREAT GOLD GIVEAWAY SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY

SWEEPSTAKES DESCRIPTION: The Hertz Great Gold Giveaway Sweepstakes (the “Sweepstakes”) begins on or about September 12, 2017 at 12:00:01 am Eastern Time (“ET”) and ends on December 31, 2017 at 11:59:59 pm ET (the “Sweepstakes Period”). Participation in the Sweepstakes does not constitute participation in any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of The Hertz Corporation, 8501 Williams Rd, Estero, Florida 33928 (“Sponsor”), which shall be final and binding in all respects.

ELIGIBILITY: Open only to legal United States residents residing in the fifty (50) United States and Washington D.C. who are twenty-one (21) years of age or older and are members of the Hertz Gold Plus Rewards® program. The Hertz Gold Plus Rewards program is free to join. For more information, go to <https://www.hertz.com/rentacar/member/enrollment>. Employees, officers and directors of The Hertz Corporation (“Sponsor”), brierley+partners, CataBoom LLC, and each of their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies (collectively, the “Sweepstakes Entities”) and the immediate family members, and/or those living in the same household of each are ineligible to participate in the Sweepstakes or win a prize and are not eligible to participate. Sweepstakes is void where prohibited by law.

HOW TO ENTER: During the Sweepstakes Period, eligible entrants will automatically receive one (1) entry into the Sweepstakes for each car rental completed under the entrant’s Hertz Gold Plus Rewards program account number (each, a “Qualifying Rental”). Each Qualifying Rental during the Sweepstakes Period is eligible for one (1) entry into the Sweepstakes regardless of the length of the rental. In the event of an overlapping rental under a single Hertz Gold Plus Rewards program account only one (1) of the overlapping rentals will count as an entry into the Sweepstakes. All rentals must be picked up by December 31, 2017 returned by January 7, 2018 to be considered a Qualifying Rental.

To enter without completing a rental, handprint in ink on a 3" x 5" postcard your full name, complete home address and zip code, home telephone number and area code, date of birth, and e-mail address (if any) and your Hertz Gold Plus Rewards program number. Mail this completed card in a first-class stamped envelope to: Hertz Great Gold Giveaway Sweepstakes Entry, P.O. Box 10798, Rochester, NY 14610. No metered mail will be accepted. All mail-in entries must be postmarked by January 2, 2018 and received by January 8, 2018. No copies, facsimiles or mechanical reproductions will be accepted. Sponsor assumes no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) entry per outer mailing envelope.

Limit one (1) entry per person per day per Hertz Gold Plus Rewards program number regardless of method of entry. In the event of a dispute over the identity of an entrant, entry will be deemed completed by the authorized account holder of the Hertz Gold Plus Rewards program provided at time of registration, as long as such person is otherwise eligible and in compliance with these Official Rules. The Sweepstakes Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. The Sweepstakes Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

WINNER SELECTION AND NOTIFICATION: At the end of the Sweepstakes Period, the potential prize winners will be randomly selected from all eligible entries received in accordance with the deadlines stated in these Official Rules. The potential prize winners will be notified by telephone and/or mail and/or e-mail, using contact information associated with each potential winner's Hertz Gold Plus Rewards program account. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected. **The odds of winning depend on the number of eligible entries received.**

PRIZES:

One (1) Grand Prize is available. The Grand Prize consists of 1,000,000 Gold Plus Rewards points deposited in the confirmed winner's account plus \$10,000 awarded in the form of a check to the Grand Prize winner which may be used to help offset any income tax liability on the Grand Prize. The approximate retail value ("ARV") of the Grand Prize is \$61,300.

One Hundred (100) First Prizes are available. Each First Prize consists of a Weekly Car Rental from Hertz awarded in the form of 2,750 Gold Plus Standard Reward points deposited in each confirmed winner's account. The ARV of each First Prize is \$141.08.

Five Hundred (500) Second Prizes are available. Each Second Prize consists of a Weekend Car Rental from Hertz awarded in the form of 1,100 Gold Plus Standard Reward points deposited in each confirmed winner's account. The ARV of each Second Prize is \$56.43.

Five Hundred (500) Third Prizes are available. Each Third Prize consists of a One Day Car Rental from Hertz awarded in the form of 550 Gold Plus Standard Reward points deposited in each confirmed winner's account. The ARV of each Third Prize is \$28.22.

The following applies to the use of Gold Plus Rewards points for any winner who is between 21 – 24 years of age ("Young Renters"):

- Young Renters are not permitted to rent the following car classes: Adrenaline, Dream, and Prestige Collections.
- Young Renters may only rent a vehicle at participating locations. (Not all locations, including licensee locations, permit rentals to renters under 25)
- An additional Age Differential Charge may apply, which varies based on car class and pick-up location.

Hertz Gold Plus Rewards points awarded in this Sweepstakes will not count toward advanced status qualification or accrual of the Gold Plus Reward member's loyalty status. Hertz Gold Plus Rewards points will be subject to separate terms and conditions imposed by issuer. For complete details about the Hertz Gold Plus Rewards program, visit <https://www.hertz.com/rentacar/member/enrollment>.

No cash alternative or prize substitutions will be allowed, except Sponsor reserves the right to substitute a prize of comparable value if a prize listed is unavailable for any reason. The ARV of any prize is subject to price fluctuations in the consumer marketplace based on, among other things, the location of the rental and any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. If the actual purchase price of a prize is less than the ARV stated herein, the prize winner will NOT be entitled to a check, cash or other form of payment for the price difference.

GENERAL PRIZE CONDITIONS: Any potential prize winner may be required to execute, and in the case of the Grand Prize winner, have notarized an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification (or a shorter time if required by exigencies), winner may be disqualified and an alternate winner may be selected. Points will be deposited in each confirmed prize winner's Hertz Gold Plus Reward member's account within sixty (60) – ninety (90) days of completion of winner verification. Prize winners shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize. In accordance with U.S. tax law, Sponsor may be required to send to you and file with the IRS a Form 1099-MISC (Miscellaneous Income) for the year in which a prize is issued to you. The valuation of prizes for Form 1099-MISC tax reporting purposes will be at Sponsor's sole discretion. You are solely responsible for any personal tax liability arising out of acceptance of the prize.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished by third parties in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

GENERAL: Acceptance of a prize constitutes prize winner's permission for Sponsor and its designees to use prize winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Winners may be asked to participate in select publicity activities, as determined at the sole discretion of the Sweepstakes Entities. Entrants agree that the Sweepstakes Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Sponsor assumes no responsibility for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, or stolen entries or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed,

jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select winners in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

PERSONAL INFORMATION: Personal information will only be used for the purposes of confirming the eligibility of an entrant, notifying a potential winner, awarding a prize, for a vehicle rental, and reporting the winner information as required by law (as applicable). All other information collected from entrants is collected for analysis purposes only. Information collected from entrants is subject to Sponsor's privacy policy, located at <https://www.hertz.com/rentacar/privacypolicy/index.jsp?targetPage=privacyPolicyView.jsp>.

WINNER'S LIST/OFFICIAL RULES: To obtain the names of the winners or a copy of these Official Rules, please submit a self-addressed, stamped envelope by January 30, 2018 to "Hertz Great Gold Giveaway" (please specify "Winners' List" or "Rules Request"), P.O. Box 10798, Rochester, NY 14610. Entrants may also review a copy of these Official Rules at <https://www.hertz.com/goldgiveaway> during the Sweepstakes Period.