

OFFICIAL RULES
Case Construction
Triple Threat Rodeo Championship

No Purchase Or Obligation Necessary To Enter Or Win. Void Where Prohibited By Law, Licensed, Taxed Or Restricted, As Well As In Quebec, Puerto Rico, And Overseas United States Territories, Possessions, Commonwealths, And Military Installations.

Sponsor: CNH America LLC, 621 State Street, Racine, Wisconsin, 53404 (“Sponsor”).

1. **To Enter:** Entrants into the Case Triple Threat Rodeo Championship, to be held on January 23 - 24, 2012 to be held in Las Vegas, Nevada (the “Event”), are only those individuals who are the authenticated first place winners of various local Triple Threat Rodeo events held during 2011 (“Local Events”) at participating Case Construction dealerships (“Competitors”). See attached list of finalist Competitors. All Competitors must sign a Waiver and General Release Agreement prior to being allowed to compete in either Local Events or the Event. Competitors can enter any Local Event or the Event either as a single individual or a team of two individuals, but in either case each Competitor(s) must be sponsored by a company or firm for which they are employed.

2. **Eligibility:** Local Events and the Event are open to legal residents of the fifty (50) United States, the District of Columbia and Canada, who are qualified operators and are eighteen (18) years or older as of the date of the Local Event or Event. Entrants may only enter and participate in one (1) Local Event; violators may be disqualified from participation in the Event at Sponsor’s sole discretion. Further, except as otherwise noted, the Event is only open to individuals who were first winners of the Local Events sponsored by participating Case Construction dealers. In addition to those first place winners from the Local Events, three wildcard entrants will be randomly selected to compete in the Event from among the second and third place finishers at the Local Events that also successfully complete a quiz on a password-protected internet site. Local Event second and third place winners must successfully complete the quiz within 14 days of receipt of the site passcode in order to be eligible. For all winners that answer all the questions correctly, their qualifying names will be entered into a single drawing that will select three (3) winners to be admitted to the Event. The three wildcard winners will each receive a trip for two (2) to Las Vegas, NV (airfare, hotel accommodations and certain meals included) and qualify to compete in the championship Event. Qualifiers will be notified through U.S. mail on or about October 31, 2011 and will have thirty (30) calendar days to respond to claim the award and register for the Event. Determination of a Competitor meeting the eligibility requirements is at Sponsor's sole discretion. Employees of Sponsor, its subsidiaries, affiliates and dealers, and their immediate families (spouse and parents, siblings and children, and each of their spouses, regardless of where they live) and persons living in the households of each of these individuals, whether related or not, are ineligible to participate in Local Events or the Event. The Local Events and the Event are void where prohibited or restricted by law, and are subject to all applicable federal, state, provincial and local laws and regulations.

3. **Events:** The semi-finals for the Event will occur on January 24, 2012 at a location to be determined in the future in the Las Vegas, NV area. Like the Local Events, the Event will test a Competitor’s skills at operating the Case Alpha Series Skid Steer, F Series Wheel Loader and N Series Loader/Backhoe through a series of timed skill challenges. The semi-final winners will be determined by adding a Competitor’s times (elapsed time plus any penalties) for each skill challenge, and the five lowest total times (including ties) will advance to compete in the final Event. The final Event will occur at a predetermined location in Las Vegas, NV, on January 24, 2012. The final Event winner will be determined by adding the Competitor’s time for each skill challenge plus any penalties. The Competitor with the lowest time will be declared the Event first place winner. In the case of a tie for first place, the Competitors with the tied times will perform the final backhoe skills challenge again until a winner is determined and the other competitor (tied at regulation) will be declared the second place winner. The Competitor with the second lowest time will be declared the Event second place winner. Ties will be resolved the same as above. The Competitor with the third lowest time will be declared the Event third place winner. Ties for third place will be resolved the same as above. There will be only one first, one second, and one third place winner (or team) for the Event. Judges’ decisions on event times, penalties, etc. are final.

4. **Odds:** Actual odds of winning a Prize in the Event depend upon the total number of eligible Competitors who successfully participate in the Event. For example, if there are 59 eligible Local Event winners that participate in the Event, the odds of winning a Prize are 3:59.

5. **Skid Steer Control Patterns:** For Local Events, controls are subject to availability of local equipment and can vary to be determined by the sponsoring dealer. For the Event, Competitors will operate a Case Alpha Series model Skid Steer to be determined at the date of the Event. The skid steer loader will be equipped with ISO controls.
6. **Tractor Loader/Backhoe Control Patterns:** For Local Events, controls are subject to availability of local equipment and can vary to be determined by the sponsoring dealer. For the Event, Competitors will operate a Case N Series model Tractor Loader/Backhoe to be determined at the date of the Event. The Tractor Loader/Backhoe will be equipped with pilot controls.
7. **Wheel Loader Steering Control:** For Local Events, controls are subject to availability of local equipment and can vary to be determined by the sponsoring dealer. For the Event, Competitors will operate a Case F Series model wheel loader to be determined at the date of the Event. The wheel loader will be equipped with manual and fingertip steering controls.
8. **Prizes:** Individual prizes for the Local Events will be shared if the Competitor is a two person team. The Local Event prizes consist of: 1st Place Prize = one (1) trip for two (airfare, hotel accommodations and certain meals included) to Las Vegas, NV in January, 2012, plus a \$500 USD preloaded Master Card. If winning Competitor is a team, each team member will share the trip for two to Las Vegas, NV, plus a \$250 USD preloaded Master Card. 2nd Place Prize = a \$250 USD preloaded Master Card. If winning Competitor is a team, each team member will receive a \$125 USD preloaded Master Card. 3rd Place Prize = a \$100 USD preloaded Master Card. If winning Competitor is a team, each team member will receive a \$50 USD preloaded Master Card. Championship Round Event prizes will consist of: 1st Place Prize = one (1) 2011 Case Construction TR270 Compact Track Loader, approximate retail value \$61,996 USD awarded to the Competitor's Sponsoring Company, and a 2011 RAM 2500HD pickup truck, approximate retail value \$41,885 USD, to be awarded to the individual Competitor. If winning Competitor is a team, each team member will be awarded \$20,943 USD cash instead of the RAM pickup truck. Sponsor reserves the right to substitute a different model truck at its sole discretion. 2nd Place Prize = \$5,000 USD CNH Capital Card to the Competitor's Sponsoring Company and \$2,500 USD in cash to the Competing Operator, to be split \$1,250 USD cash for each team member Competitor. (In the event the Competitor is both the owner of the Sponsoring Company and the Competition Operator, only the \$5,000 USD CNH Capital Card will be awarded). 3rd Place Prize = \$2,500 USD CNH Capital Card to Sponsoring Company and \$1,250 USD in cash to the Competing Operator, to be split \$625 USD cash for each team member Competitor. (In the event the Competitor is both the owner of the Sponsoring Company and the Competition Operator, only the \$2,500 USD CNH Capital Card will be awarded). The 1st Prize compact track loader will be delivered to the Winner's Sponsoring Company either at the Event or shipped within the U.S. or Canada to a Case Construction dealer near the address of the Winner's Sponsoring Company. CNH Capital Cards can only be used at authorized CNH dealers located in the U.S. or Canada for the purchase of CNH Original Parts, CNH merchandise and/or service at an authorized CNH brand dealership or for payment towards an existing balance on the Winner's CNH Capital commercial revolving account. CNH Capital Cards are not redeemable for cash and will not be replaced if lost or stolen.
9. **Prize Restrictions:** Winners will be subject to verification, including verification of age and qualified operator status. Except for the 1st Prize Compact Track Loader, Prizes will be awarded in the Competitor's name, and are not transferable. No substitution or cash equivalent of Prizes permitted except at the sole discretion of Sponsor. Differences in value of the Prizes stated herein and at time of prize notification, if any, will not be awarded. If the Prizes cannot be awarded for any reason, Sponsor reserves the right to award a prize of equal or greater value. All federal, state, provincial and local taxes and any registration, license, fees and/or costs relating to the acceptance and/or use of a Prize are the Winner's exclusive responsibility. If a U.S. resident, Winners may be issued an IRS 1099 form for prizes over \$600 USD.
10. **Prize Claims:** All Winners will be required to complete and sign an Affidavit of Eligibility & Liability Release (or for Canadians, a Declaration of Compliance) and, where legal, a Publicity Release, which must be completed at the conclusion of the Local Events and Event or the Prize will be forfeited and awarded to an alternate winner. If a Prize is unclaimed or returned as undeliverable, the Prize may be forfeited and awarded to an alternate winner.

11. **Use of Information Gathered:** Information gathered from the Competitors may be used for future marketing purposes, but will not be sold. Competitors consent to the use of personal information by entering the Local Events and Event.

12. **Disclaimer:** Sponsor has the authority to change or cancel the Event or any Local Event in whole or in part and to change the eligibility rules at any time, without prior notice to or the consent of any person or Competitor having a beneficial interest in the Event. Similarly, Sponsor retains its sole and absolute discretionary authority to resolve all questions arising in the administration, interpretation and application of the Events. This authority includes but is not limited to construing the terms of the Events, including any disputed or doubtful terms, and determining the eligibility of any Competitor to participate in the Events or to receive any Prize or other benefit. Sponsor's determination will be conclusive and binding on all persons.

13. **Additional Terms:** By participating, Competitors agree: a) these Official Rules and the decisions of the judges and Sponsor shall be final in all respects; b) that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Competitor's rights and obligations, or the rights and obligations of the Sponsor in connection with the Events, shall be governed by, and construed in accordance with, the laws of State of Wisconsin without giving effect to any choice of law or conflict of law rules; c) to consent to the jurisdiction and venue of the federal, state and local courts located in Racine, Wisconsin, and to release, discharge, indemnify and hold harmless Sponsor, its parent company and dealers, and their respective shareholders, subsidiaries, affiliates, agencies, officers, directors, agents, and employees of each of the foregoing, from any liability, claims, or damages arising out of their participation in the Events and the acceptance, use, misuse, or possession of any Prize. By accepting a Prize, each winner grants permission (and agrees to confirm this grant in writing if requested) to Sponsor and those acting under the Sponsor's authority to use Winner's name, pictures/portraits/likenesses and/or voices, for advertising, trade, publicity and promotional purposes in commerce and in all media worldwide without territorial or time limitation or additional compensation, and, upon request, will provide consent to such use in writing. Winner must comply fully with these Official Rules in order to receive a Prize. By accepting a Prize, each Winner further acknowledges that Sponsor and its agents, their respective parent companies, affiliates and subsidiaries, and the officers, directors, agencies, agents and employees of each of the foregoing, have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to such Prize including, but not limited to, its quality, condition or fitness for a particular purpose.

14. **Limitation of Liability:** Sponsor is not responsible for printing or typographical errors in any Event-related materials, entry forms, etc. Sponsor reserves the right to cancel or modify the Events if fraud or technical failures compromise the integrity of the event as determined by Sponsor in its sole discretion. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY MACHINE OR OTHERWISE TAMPER WITH OR CORRUPT THE EVENTS OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE EVENTS MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY PERSON ATTEMPTING SUCH CONDUCT TO THE FULLEST EXTENT PERMITTED BY LAW. Competitor acknowledges and agrees that any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs, and under no circumstances will Competitor be permitted to obtain an award for, and Competitor hereby waives all rights to claim, punitive, incidental, consequential, or any other damages. Further, Competitor agrees that all causes of action arising out of or connected with the Events, or any Prize awarded, shall be brought in the federal or state courts of Wisconsin and shall be resolved individually, without resort to any form of class action.

15. **Copy of Rules / Winner List:** For a copy of these rules or for the names of the winners of the Events, mail a self-addressed, stamped envelope to: Case Construction, CNH America LLC, 621 State Street, Racine, WI 53404. Requests must be received by December 31, 2011.

16. **Name Removal:** If you would like your name removed from the list of future promotions or contest mailings, please write to Case Construction Marketing, CNH America LLC, 621 State Street, Racine, Wisconsin, 53404.