

Redemption Form

BFGoodrich[®]
Tires

Name: _____

Please Print

Sign Here: X _____

Required

Mailing Address: _____

City: _____

State: _____

ZIP: _____

Daytime Phone: () _____

Invoice Number: _____

Invoice Date: July / /2011

Evening Phone: () _____

Invoice MUST be dated between July 10, 2011 and July 23, 2011

Get a \$50 Value Reward Card

When you purchase any set of four (4) BFGoodrich[®] tires from an authorized dealer you may be eligible to receive an American Express[®]-branded Reward Card valued at \$50 by mail. Offer valid on tires purchased from in-stock inventory between 12:00 a.m. EDT July 10, 2011 and 11:59 p.m. EDT July 23, 2011.



Mail this redemption form along with a copy of your invoice to:

BFGoodrich Rewards
7101 Vorden Parkway
South Bend, Indiana 46628

Submission must be postmarked by August 12, 2011 and received by August 16, 2011. Please allow 4 to 6 weeks for delivery of the American Express-branded Reward Card. Reward Card will be issued in the name on the redemption form only. Reward Card cannot be issued to minors. Complete offer terms and conditions on back of this form.

AHM_X155

Get a \$50 Value Reward Card

Terms and Conditions

Purchase a set of four (4) BFGoodrich[®] tires and you may be eligible to receive an American Express-branded Reward Card valued at \$50 via mail. Tires must be purchased from authorized dealer in-stock inventory between 12:00 a.m. EDT July 10, 2011, and 11:59 p.m. EDT July 23, 2011. Offer not valid if tires are returned.

You must complete a legible redemption form and send it along with the original paid invoice or legible copy to the following address:

BFGoodrich Rewards
7101 Vorden Parkway
South Bend, Indiana 46628

The name on the redemption form and invoice must match. The submission must be postmarked by August 12, 2011, and received by August 16, 2011. Submission postmarked after August 12, 2011, or received after August 16, 2011 will not be accepted and are void. Please allow four (4) to six (6) weeks for delivery of the American Express-branded Reward Card.

To check the status of your American Express-branded Reward Card, please contact the Promotion Administrator

by calling 800-363-5892. Reward Card will be issued in the name on the redemption form only.

Please retain copies of all materials that you submit. All submissions become the property of the Promotion Administrator and will not be returned. The Promotion Administrator is not responsible for any lost, late, damaged, misdirected, postage-due, incomplete, incorrect, or illegible mail.

You must be a legal U.S. resident, 18 years of age or older to be eligible for this offer. Offer valid only in the 50 United States and the District of Columbia (includes APO/FPO addresses) while supplies last. Offer is not valid in Canada. Name on redemption form and invoice MUST be the same. Limit one American Express-branded Reward Card per household. Offer applies only to purchases made by retail customers. Sales to Original Equipment manufacturers, fleets, wholesalers, commercial accounts, and purchases for resale are not eligible for this offer. Tampering with, altering, or falsifying purchase information constitutes fraud. All decisions made by the Promotion Administrator relating to the validity of any submissions are final and binding. This offer is void where restricted or otherwise prohibited by law. This offer is subject to all federal, state, and local laws and regulations. Not valid with any other consumer offer. Offer is non-transferable. No substitutions will be permitted. The Promotion Administrator reserves the right to modify or discontinue this offer at any time for any reason.

American Express-Branded Reward Card Fulfillment and Privacy Policy

Reward Cards are issued in connection with a loyalty, award or promotion program. Reward Card can be used virtually anywhere American Express Cards are welcome in the U.S. Card valid for 6 months; unused points will be forfeited at midnight MST the first day after the valid thru date, subject to applicable law. Usage restrictions and guidelines apply. Card cannot be redeemed for cash and is not transferable. The Card is point based with 1 point = \$1 in purchasing power. The Card cannot be used for revolving payments, or with water taxis, limousines and ATMs. Card terms and conditions apply; visit www.encompasscard.com for details. The Card is issued by InteliSpend Prepaid Solutions, LLC.

InteliSpend Prepaid Solutions, LLC shall use customer information as provided only to the extent necessary to provide Reward Card fulfillment and supporting services on Promotion Administrator's behalf and shall not use such customer information for any other purpose, including, without limitation, the marketing of products or services to such customers.

IMPORTANT NOTE: Tires must be purchased from on-hand inventory between July 10, 2011 and July 23, 2011. Orders for tires that are not in stock during the offer period are not eligible for this offer.