



How Do YOU Bestop? Official Rules

NO PURCHASE NECESSARY

ELIGIBILITY

The Bestop *How Do YOU Bestop?* Contest runs between 12:00 AM Eastern Standard Time ("EST") on January 1, 2008 and 11:59 PM EST on June 1st, 2008. Open to legal residents of the 50 United States and the District of Columbia, Canada (except the Province of Quebec), age 18 and older with a valid United States or Canadian driver's license as of the date of submission of entry. Employees of Bestop, Inc. ('Sponsor'), Magna International and their respective parents, affiliates, subsidiaries, advertising and promotional agencies and the immediate family members of each are not eligible to enter the Contest. Sweepstakes is void wherever prohibited or restricted by law and is subject to all applicable federal, state, and local laws

HOW TO ENTER

Visit the Bestop web site at <http://www.bestop.com/howdoyoubestop> and follow the instructions to complete the Contest entry form, to receive one entry. Entry must be received by 11:59EST on June 1, 2008. Only one entry per person. No other method of entry will be accepted. All entries become the property of Sponsor and will not be acknowledged or returned. In the event of dispute, entries will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

PRIZES

Grand Prize: One (1) winner will receive a Rocky Mountain Adventure for Two as well as a their picture and story being utilized in Bestop's Ad campaign for the month of August. Four (4) other winners will be selected to have their picture and story in Bestop's ad campaign September through December 2008. Complete details of the vehicle can be viewed at <http://www.bestop.com/howdoyoubestop>. Approximate retail value: \$3,000. Total value of all prizes: \$3,000. Prize details not specifically set forth herein are at Sponsor's sole discretion. All taxes, fees, and surcharges on any prize and all other expenses not explicitly included above in the description of such prize are the sole responsibility of the prize winner. Winner is responsible for pick up of the vehicle in Broomfield, Colorado. Winner will be required to provide a current United States or Canadian driver's license and proof of automobile insurance at time of obtaining the prize. No substitution, cash alternative, or transfer of prize is permitted, except by Sponsor who reserves the right, at its discretion, to substitute a prize of equal or greater value. An entrant may only win one prize. Canadian residents must answer a mathematical skill question in condition of receiving the prize.

WINNER SELECTION/NOTIFICATION

Winner will be selected by an employee at Bestop in a random drawing on or about June 11, 2008, from among all eligible entries received. All decisions made by the independent judging agency regarding interpretation of these rules, the conduct of this Sweepstakes, and any disputes shall be binding upon all parties and shall be final.

Winner will be required to complete and execute an affidavit of eligibility and liability/publicity release within 10 days of prize notification. In the event that a winner cannot be notified within 10 days after notification attempt, or if a winner fails to comply with any requirement of these Official Rules, including failure to complete and execute a requested affidavit within 10 days of prize notification, then that winner's prize will be forfeited, and an alternate winner may be selected at random from the remaining eligible entries received. A winner who is a United States resident will be issued a 1099MISC tax form for the retail value of their prize for the tax year the prize was awarded. Odds of winning depend on the number of eligible entries received. Prize will be awarded within 60 days of Winner's acceptance of prize.

AGREEMENT TO OFFICIAL RULES

By entering the Sweepstakes, each entrant fully and unconditionally agrees to be bound by these Official Rules and by the decisions of the independent judging organization which are final on all matters pertaining to the Sweepstakes. The Sweepstakes is governed by the laws of the state of Colorado.

PUBLICITY

Participation in the Sweepstakes constitutes each winner's permission for Sponsor to use such winner's name, likeness, hometown and biographical information for advertising and promotional purposes without additional compensation unless prohibited by law.

RELEASE

By entering the Sweepstakes, each entrant fully and unconditionally releases and holds harmless Sponsor, Sweepstakes Online, Inc., and their agents, parents, affiliates, subsidiaries, directors, officers, employees and its advertising, promotional and judging agencies from any and all liability or any injuries, loss or damage of any kind arising from or in connection with the Sweepstakes or receipt, redemption, use or misuse of any prize won.

GENERAL

Entries generated by a script, macro, or other automated means will be disqualified. Sponsor, any telephone network, service providers and Sweepstakes Online, Inc. are not responsible for any problems or technical malfunction of any telephone network or lines, incorrect or inaccurate transcription of entry information, or for any human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any Web site or on-line service, or any other error or malfunction, or late, lost, illegible or misdirected entries. Entry materials that have been tampered with or altered are void. If the judges determine, in their sole discretion, that there is any suspected or actual electronic tampering with the Sweepstakes or if technical difficulties compromise the integrity of the Sweepstakes, the judges reserve the right to void the entries at issue and/or terminate the Sweepstakes and conduct a random drawing to award the prizes among all eligible entries received as of the termination date. If the Sweepstakes is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at www.bestop.com. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the

administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Sponsor reserves the right to disqualify any entrant that tampers with the operation of the Sweepstakes or website or violates the Official Rules of the Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES OR THIS WEBSITE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

USE OF ENTRIES

Your submission of an entry constitutes your consent to participate in this Sweepstakes.

WINNERS LIST

For the winners' names, visit www.bestop.com/howdoyoubestop from June 17, 2008 to December 31st, 2008.

SPONSOR

Bestop, Inc.
2100 W. Midway Blvd.
Broomfield, CO 80020