

DAIMLER

Daimler Trucks North America Slice of Life Essay Contest

Terms and Conditions

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY AND WHO MEET THE ELIGIBILITY CRITERIA SET FORTH BELOW.

Please read below to learn how you can receive a year-long truck demonstration agreement through Daimler Trucks North America LLC (“Sponsor”) by becoming the next Slice of Life driver.

1. How To Enter: Individuals may only enter the Contest online. The Contest begins at 12:00:01 am Eastern Time (“ET”) on October 9, 2009, and ends at 11:59:59 pm ET on December 31, 2009 (the “Contest Period”).

Online: To enter the Contest, visit the visit www.sliceoftruckerlife.com (“Web Site”) during the Contest Period. At the Web Site, click the “Enter Essay Contest” link, and they will then be asked to register for the contest and to submit an essay (minimum 250 words required but not to exceed 1,000 words, in English). For a Contestant’s registration to be valid, Contestant must provide all information requested in the online form at the Web Site as well as indicate acceptance of these Terms and Conditions by clicking on the “I Accept” button on the registration page. All Contestants must have valid e-mail addresses.

2. Eligibility Requirements: To be considered in the Contest, a Contestant must be at least 26 years of age and have: a minimum of 4 years of licensed driving experience; 12 months of “over-the-road” Class 8 truck driving experience (defined as driving in 3 or more states and staying out in the truck for 2-3 nights a week); a positive work history; no criminal record, a valid Commercial Drivers License (CDL); a satisfactory driving record, including but not limited to no citations for DWI or OUI, reckless or careless driving, in the last 5 years, no major accidents in the last 5 years and no more than 2 moving violations in the past 12 months. Each Contestant must also: agree to complete the application process as outlined in paragraph 3; be available for telephone interviews in connection with the Contest; be available to travel to Fort Mill, SC or another location as specified by Sponsor for one or more in-person and/or on-camera interviews in connection with the Contest; and to be available for public relations efforts as directed by the Sponsor throughout the demonstration period. The following individuals are not eligible to participate in the Contest: employees, contractors, directors and officers of Daimler Trucks North America LLC, (the “Sponsor”), its parent, subsidiaries and affiliated companies, distributors, web design, advertising, fulfillment, legal, judging and contest agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, “Contest Parties”).

3. How The Contest Works:

There are four stages of progression through the Contest. The decisions of Sponsor's Selection Committee are final and binding in all matters relating to this Contest and are not subject to any review or appeal.

Stage One: Contestant will write and submit an original essay (minimum 250 words required but not to exceed 1,000 words, in English) on the subject "Why I should be the next Slice of Life driver." Contact information, including first and last name, full mailing address (no P.O. Boxes, please) and phone number for the Contestant is required for entry, as set forth above. Entries that meet these requirements will be reviewed, and Sponsor will determine in its sole discretion which Contestants will move forward to Stage Two of the Contest, based upon the judging criteria below.

Stage One Judging Criteria: Each essay will be judged on compliance with the requirements stated in these Terms and Conditions, completeness, and originality of essay. The 20 highest scoring Contestants from Stage One (provided a sufficient number of qualified entries are received) will be notified by mail or email and asked to complete a detailed application. In connection with such application, each such Contestant will be asked to provide information including: complete Contestant contact information; submission of a recent photo of the Contestant; signed consent forms authorizing checks of Contestant's background, credit history, and driving record; as well as truck ownership and employment history, and any other information or documents requested by Sponsor. In addition, each such Contestant will be required to provide supplemental information to help judges understand why the Contestant should be selected to be the next Slice of Life driver, is deserving of this opportunity and how it would affect his/her life. All of this information must be provided to Sponsor within the time set forth in the notification letter referenced above, or Contestant shall be disqualified. Contestants who comply with these requirements will move forward to Stage Two of the Contest, based upon the judging criteria below. In the event any of the top 20 highest scoring Contestants do not timely comply with these requirements, Sponsor will notify the next highest scoring Contestant, and will repeat this process until 20 Contestants have been verified (provided a sufficient number of qualified entries are received).

Stage Two: The 20 highest scoring Contestants from Stage One (provided a sufficient number of qualified Contestants remain) who comply with all of the above requirements will be asked to participate in telephone interviews regarding their experiences and stories. Contestants should convey that they are reliable, articulate, personable, and enthusiastic. Such Contestants will be judged by Sponsor, and Sponsor will determine which Contestants will move forward to Stage Three of the Contest, based on the judging criteria below.

Stage Two Judging Criteria: In his/her phone interview, each Contestant will be judged upon his/her articulation, personality, enthusiasm, pleasantness, and reliability.

Stage Three: 10 Contestants from Stage Two will be selected to move forward to Stage Three (provided a sufficient number of qualified Contestants remain). During Stage Three of the Contest, a background check will be run on each remaining Contestant. Sponsor reserves the right to require a confidential background check to help ensure that the selection of any particular Contestant would not bring Sponsor or Contest Parties into public disrepute, contempt,

scandal or ridicule or reflect unfavorably upon the Contest, Sponsor, or Contest Parties, as determined by Sponsor in its sole discretion, and that the awarding of the Contest prize to such Contestant would not violate applicable State or Federal laws or regulations. If any Contestant has been convicted of a felony or a misdemeanor of moral turpitude, or if Sponsor determines in its sole discretion that the selection or use of the Contestant in advertising might reflect unfavorably on the Sponsor or that the awarding of the prize may violate applicable State or Federal laws or regulations, the Sponsor may disqualify the Contestant.

Stage Four: Contestants who are not disqualified in Stage Three shall be selected to move forward to Stage Four of the Contest, during which Sponsor will conduct personal interviews of each remaining Contestant either by telephone or at a location specified by Sponsor. If necessary for Contestants to participate in an interview other than a telephone interview, Sponsor will pay for airfares, ground transportation, lodging, and meals for each Contestant. One (1) Contestant will be selected on or before March 1, 2009 to receive the Contest prize of a year-long demonstration agreement through Daimler Trucks North America LLC.

Stage Four Judging Criteria: In the personal interviews, each Contestant will be judged upon his/her appearance, enthusiasm, presentation skills, articulation, and reliability.

4. Notification of Winner: The Contest prize winner will be notified by phone and will be required to attend the Mid-America Trucking Show to be held in Louisville, Kentucky from – March 24-27, 2010.

5. Prize Details: The winning Contestant ("Winner") will receive from Sponsor a new Freightliner Cascadia tractor (the "Tractor") under a one-year "Slice of Life" demonstration agreement (approximate value \$25,000). The demonstration agreement will require Winner to fulfill certain other obligations, including regular "blogging" on the Slice of Life website, public appearances, and other requirements as communicated by Sponsor. Sponsor will pay for airfare, ground transportation, lodging, and meals in connection with any required appearances for Winner and one (1) eligible guest of Winner. Winner must return the Tractor to Sponsor immediately upon expiration of the one-year demonstration period. If Sponsor determines, in its sole discretion, that Winner has violated any of these terms during the one-year period, the entire prize will be forfeited, and the Tractor must be immediately returned to Sponsor.

6. General Rules: No transfer of prize by Winner is permitted. No cash equivalent or substitution of prize is offered. All federal, state, and local taxes related to the prize are the sole responsibility of Winner. All federal, state, and local laws apply. Potential Winner must sign and return required documents, certifying that Winner consents to use and publication of entry. All Contestants agree to Sponsor's publicizing entries in chat rooms, blogs and via fliers that will be distributed at major truck stops nationwide. Contestants must also consent to participate in the personal interviews, either by telephone or in person, and Winner must agree to participate in The Mid America Truck Show in Louisville, KY and any additional public appearances in connection with the Contest, as requested by Sponsor throughout the demonstration agreement term. Non-compliance within required time periods may result in disqualification and an alternate Winner may be selected. Return of any prize/prize notification(s) as undeliverable will result in disqualification and an alternate Winner may be selected. Sponsor reserves the right to:

(a) Winner's name, voice, photos, and likenesses and publish all entries submitted; (b) alter, amend, edit or change entries prior to publication; and (c) use, publish, reproduce, alter, amend and copyright all entries for purposes of advertising, marketing, and trade without further compensation, unless prohibited by law.

By accepting prize, Winner agrees to hold Sponsor, its Contest prize Contestants, and the contest parties, as well as their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of or relating in any manner to the use of tractor, the demonstration agreement, or other components of the prize. By accepting the prize, Contestants agree to release, discharge and hold harmless Sponsor, its Contest prize Contestants, contest parties, parent company, and their respective subsidiaries, affiliates, officers, directors, shareholders, employees, agents, attorneys, other representatives, advertising, Contest and fulfillment agencies, harmless from and against any and all liability and damages ARISING OUT OF OR RELATED TO THE CONTEST, THE SELECTION PROCESS, OR THE DECISIONS OF THE SPONSOR. By participating in this Contest, Contestants agree to be bound by these Terms and Conditions and the decisions of the CONTEST judges.

Sponsor shall not be responsible for misdirected or undeliverable e-mail or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled, or delayed computer transmission or any combination thereof. If, in the Sponsor's sole opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, or if technical difficulties compromise the integrity of the Contest, Sponsor reserves the right to terminate the Contest and judge only those entries, if any, received as of the date of termination. Sponsor is not responsible for any typographical or other error in presentation/administration of Contest, prize announcements, or these Terms and Conditions, or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Contest. These Terms and Conditions are subject to change, at any time, at Sponsor's sole discretion and without prior notice to any person or entity.

7. Sponsor: Daimler Trucks North America LLC, 4747 North Channel Avenue, Portland, OR 97217.