

OFFICIAL RULES FOR "DIESEL EVENT NAME" Contest

NO PURCHASE NECESSARY TO ENTER OR WIN. ALL ENTRANTS MUST ACQUIRE PERMISSION FROM PARENT OR LEGAL GUARDIAN TO ENTER

CONTEST PERIOD: The "Diesel Event Name" Contest ("Contest") begins on March 29, 2012 at 8:00 A.M. CDT and ends on April 5, 2012 at 11:59 P.M. CDT (the "Contest Period").

HOW TO ENTER: During the Contest Period, submit your suggested name for our Event, at Route 66 Raceway (collectively, with entry form, the "Entry"). There are **two (2)** ways to enter: **(1) Online:** Visit route66raceway.com and click on the "Diesel Event Name" promotional ad to be directed to submission page and follow the directions provided to complete the entry form, including your suggested name and submit. All online Entries must be received by 11:59 P.M. CDT to be considered. **(2) Via Mail:** Handprint your name, address, city, state, zip code, daytime and evening phone numbers (including area codes), date of birth and email address on a 3" x 5" card and mailing the card, along with suggested name with proper postage affixed to: "Diesel Event Name", **c/o Raceway Associates, LLC, 500 Speedway Blvd., Joliet, IL 60433.** All mail-in entries must be received by April 5, 2012 to be considered. Entries generated by script, macro or other automated means or by any means which subvert the entry process are void. Limit one (1) Entry per person, per email address and per household, regardless of method of entry. Entries received from any person or email address or household in excess of the limitation will be void. All Entries become the sole property of the Sponsor and will not be returned. Released Parties (as defined below) are not responsible for lost, late, stolen, garbled, incomplete, damaged, delayed, illegible, mutilated, misdirected, or postage-due Entries or mail. Incomplete, illegible, or fraudulent entries not considered.

REQUIREMENTS OF ENTRIES: Entry must be the original work of the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Entry contains any material or elements that are not owned by the entrant, and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the Entry. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to provide such proof may, if requested, render Entry null and void. By submitting an Entry, entrant warrants and represents that he/she and any persons appearing or who are identifiable in the Entry consent to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein.

ELIGIBILITY: Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia who are legal of age of majority in your jurisdiction or older (minimum of 18 years old). Employees of **Raceway Associates, LLC** ("Sponsor"), and its parent, subsidiaries, affiliated and limited liability companies, and advertising and promotion agencies, and each of their respective family members (parent, child, spouse, sibling and their respective spouses, regardless of where they reside), and members of their households, whether or not related, are not eligible to enter or win. Sweepstakes is subject to all applicable federal, state and local laws. Void where prohibited by law.

JUDGING: On or about April 6, 2012, all eligible Entries received by Sponsor will be judged by a panel of qualified judges based on the following criteria: (1) creativity; (2) originality; and (3) best fit for the Event. The Entry with the highest score will be deemed the potential Grand Prize winner. In the event the same Event Name are submitted by different individuals, a winner will be selected in a random drawing held on or about April 6, 2012.

WINNER NOTIFICATION: Potential winner and their parent will be contacted via phone and will be required to execute and return an affidavit of eligibility, a publicity release (except where prohibited), a liability release and a copy of his/her valid personal identification card bearing his/her photograph, name, age, and address by fourteen (14) days of date of issuance. The execution of additional releases and/or waivers of liability required by Sponsor and/or any other applicable sanctioning body or prize provider may also be required and returned within the time period specified by such entities, as appropriate. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsor to contact a potential winner within a reasonable time period or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor's sole discretion, the prize may be awarded to a runner-up. If any potential winner is at least 12 and still considered a minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein.

PRIZE: One (1) Grand Prize Winner and a guest will receive a private VIP Experience at the Diesel Event at Route 66 Raceway. Date of event is Saturday, August 4th. Approximate Retail Value ("ARV") of the prize is: \$100.00. All applicable federal, state and local taxes, any other expenses associated with prize acceptance and use not specifically listed herein as being provided are the responsibility of each winner. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. No substitution, transfer or cash redemption of prizes is permitted, except by Sponsor, which reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value. Total ARV of all prizes is: \$100.00. All prize details are at Sponsor's sole discretion.

OWNERSHIP/USE OF ENTRIES: By submitting an Entry, each entrant agrees Sponsor shall own the Entry submitted (including all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.

GENERAL CONDITIONS: By entering this Contest and/or using any prize, entrant and parent or legal guardian on behalf of entrant agrees: (1) to release, discharge and hold harmless Sponsor, its parent, subsidiaries, limited liability, affiliated companies and advertising and promotion agencies, and each of their respective shareholders, officers, directors, employees, members, agents and assigns (collectively, the "Released Parties") from liability of any kind or nature for any loss, claims, damages, or injuries of any kind resulting in whole or in part, directly or indirectly from entrant's participation in this Contest or from the acceptance and use/misuse of any prize; and (2) to abide by, and be bound by these Official Rules and the decisions of the Sponsor relating to participation in the Contest, selection of winners and awarding of prizes, which shall be are final. Acceptance of any prize constitutes permission to use winner's name, biographical information, city and state of residence, voice, photograph, image and/or likeness for advertising, promotional and other purposes in any and all media now known or hereafter

devised, worldwide, in perpetuity, without further compensation, notification or permission from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so, unless prohibited by law. Released Parties are not responsible for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Entries, the announcement of the prize, the incorrect uploading of the drawing, or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, or should the Contest be unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect Entries received prior to action taken using the judging procedure outlined above. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

WINNERS' LIST: The winners' names will be posted on route66raceway.com from April 7, 2012 to May 1, 2012.

SPONSOR: This Contest is sponsored by **Raceway Associates, LLC, 500 Speedway Blvd., Joliet, IL 60433.**

Chicagoland Speedway® and its logo are registered trademarks and are used with permission.