

OFFICIAL RULES FOR THE “MICHIGAN INTERNATIONAL SPEEDWAY® FAN APPRECIATION” PROMOTION

The promotion begins on April 24, 2014, 12:00 a.m. EDT and ends on August 29, 2014 11:59 p.m. EDT, although the different Phases have different start and end dates and times. The distribution of the eligible prizes and experiences will be done pursuant to these Official Rules. All phases are open to legal residents of the United States and Canada (excluding Quebec) who are of age of majority or older in the applicable jurisdiction with a valid driver's license. Only one (1) entry per person, per Phase permitted. Employees of Michigan International Speedway, Inc. (“Sponsor”) and their respective parent, subsidiaries, limited liability and affiliated companies, and members of their immediate family may not participate.

PHASE ONE:

ENTRY: The Phase One Contest begins on April 24, 2014 and ends on June 1, 2014 at 11:59 P.M. (EDT) (the “Phase One Period”). There are two (2) ways to enter: (1) Online: visit www.mispeedway.com and follow the directions provided to complete the entry form and submit to receive one (1) entry into the Sweepstakes. All online entries for Phase One must be submitted by June 1, 2014 to be eligible. (2) Via Mail: You may also register by handprinting your name, address, zip code/postal code, daytime and evening phone numbers, and age on a 3" x 5" card and mailing the card to “Michigan International Speedway Fan Appreciation” c/o 12626 Highway 12, Brooklyn, MI 49230. Sponsor is not responsible for lost, late, mutilated, misdirected, or postage-due entries. Incomplete, illegible, or fraudulent entries not considered. All entries for this phase must be received during the Phase One Period.

WINNING: Potential winners are subject to verification and eligibility confirmation. In addition, if any potential winner is a Canadian resident, he/she must answer unaided a time-limited mathematical skill-testing question as a condition to receiving a prize. Winners may not substitute or transfer prizes; however, Sponsor reserves the right to substitute a prize with a prize of equal or greater value. Entrants agree to be bound by these Official Rules and decisions of the independent judges, which are final. Potential prize winner must meet all eligibility requirements set forth in these Official Rules to qualify for the prizes

Prize winners must each present personal identification bearing his/her photograph, name, age, and address, and sign a declaration of eligibility and liability release in order to take delivery of any prize (and Canadian winners must answer the mathematical skill-testing question) in order to take delivery of any prize. If any potential winner fails to take delivery of his/her prize by the date specified by the Sponsor then an alternate winner for that prize will be selected by random drawing from among remaining eligible entries. **ODDS:** Odds of winning depend on the number of eligible entries received by June 1, 2014.

PRIZES: Available prize packages are as described below and subject to weather conditions, scheduling and rules and regulations of Sponsor and/or any applicable sanctioning body. Prizes must be claimed at the Fan Appreciation Booth located in the New Holland Fan Plaza by the flag pole at the Speedway during the following hours Friday, June 13, 2014 9:00 am – 5 pm, Saturday, June 14, 2014 9 am – 4 pm and Sunday, June 15, 2014 8 am - 1 pm. Photo identification is required for prize pickup. Prizes subject to change without prior notice. (Approximate Retail Value [“ARV”] for Phase One is \$3,815.79, certain prizes/experiences cannot be purchased)

- Three (3) winners and one (1) guest per winner shall have the opportunity for a pace car ride Saturday, June 14, 2014, at the Speedway.
- Two (2) winners and one (1) guest per winner shall have the opportunity for a pace car ride Sunday, June 15, 2014, at the Speedway.
- Ten (10) winners and one (1) guest per winner shall have the opportunity to receive a NASCAR Sprint Cup Series Cold Garage Pass, valid Friday, June 13, 2014 through Sunday, June 15, 2014, at times when access is permitted by the sanctioning body, at the Speedway.
- One hundred (100) winners and one (1) guest per winner shall have the opportunity to receive access to Pre-race Ceremonies during the NASCAR Sprint Cup Series, valid Sunday, June 15, 2014, at the Speedway
- Five (5) winners and one (1) guest per winner shall receive a Budweiser Acceleration Package for Saturday, June 14, 2014, at the Speedway. ARV \$79 each; Total ARV \$790
- Five (5) winners and one (1) guest per winner shall receive a Budweiser Acceleration Package for Sunday, June 15, 2014, at the Speedway. ARV \$99 each; Total ARV \$990
- Twenty (20) winners will receive a rental for one (1) Fan Vision hand held device at the Speedway, valid for Friday, June 13, 2014 through Sunday, June 15, 2014. ARV \$59.99 each; Total ARV \$1199.80
- Twenty (20) winners will each receive \$20 “Michigan Money” food voucher, valid from Friday, June 13, 2014 through Sunday, June 15, 2014. Total ARV \$400
- One hundred and fifty (150) and one (1) guest per winner shall receive access to the Nationwide Open Garage

session Friday, June 13, 2014, at the Speedway.

- One (1) winner and one (1) guest will receive the Ultimate Fan Experience and will receive the opportunity to receive Fan Vision Rental for the weekend, a \$20 "Michigan Money" food voucher, Budweiser Acceleration Package for Saturday, June 14, 2014, at the Speedway, Budweiser Acceleration Package for Sunday, June 15, 2014, at the Speedway, access passes to the driver introductions during the NASCAR Sprint Cup Series, valid June 15, 2014, access to the NNS Open Garage session on Friday June 13 2014, access to the NSCS guided tour on Sunday, June 15, 2014 and receive a NASCAR Sprint Cup Series Cold Garage Pass, valid June 13 – 15, 2014, at times when access is permitted by the sanctioning body, at the Speedway. Total ARV is \$435.99

Travel, accommodation, meals, insurance and other expenses not explicitly included in the description of the prizes are the sole responsibility of the prize winners and their guests. If selected winners are not able to attend on the dates set out and at the times to be determined by the Sponsor, they will not be eligible for any prize.

PHASE TWO:

ENTRY: The Phase Two Contest begins on April 24, 2014 and ends on August 1, 2014 at 11:59 P.M. (EDT) (the "Phase Two Period"). There are two (2) ways to enter: (1) Online: visit www.mispeedway.com/goldenticket and follow the directions provided to complete the entry form and submit to receive one (1) entry into the Sweepstakes. All online entries for Phase Two must be submitted by August 1, 2014 to be eligible. (2) Via Mail: You may also register by handprinting your name, address, zip code/postal code, daytime and evening phone numbers, and age on a 3" x 5" card and mailing the card to "Michigan International Speedway Fan Appreciation" c/o 12626 Highway 12, Brooklyn, MI 49230. Sponsor is not responsible for lost, late, mutilated, misdirected, or postage-due entries. Incomplete, illegible, or fraudulent entries not considered. All entries for this phase must be received during the Phase Two Period.

WINNING: Potential winners are subject to verification and eligibility confirmation. In addition, if any potential winner is a Canadian resident, he/she must answer unaided a time-limited mathematical skill-testing question as a condition to receiving a prize. Winners may not substitute or transfer prizes; however, Sponsor reserves the right to substitute a prize with a prize of equal or greater value. Entrants agree to be bound by these Official Rules and decisions of the independent judges, which are final. Potential prize winner must meet all eligibility requirements set forth in these Official Rules to qualify for the prizes

Prize winners must each present personal identification bearing his/her photograph, name, age, and address, and sign a declaration of eligibility and liability release in order to take delivery of any prize (and Canadian winners must answer the mathematical skill-testing question) in order to take delivery of any prize. If any potential winner fails to take delivery of his/her prize by the date specified by the Sponsor then an alternate winner for that prize will be selected by random drawing from among remaining eligible entries. **ODDS:** Odds of winning depend on the number of eligible entries received by August 1, 2014.

PRIZES: Available prize packages are as described below and subject to weather conditions, scheduling and rules and regulations of Sponsor and/or any applicable sanctioning body. Prizes must be claimed at the Fan Appreciation Booth located in the New Holland Fan Plaza by the flag pole at the Speedway during the following hours Friday, August 15, 2014, 10 am to 5 pm; Saturday, August 16, 2014, 8 am to 4 pm; and Sunday, August 17, 2014, 8 am to 1 pm. Photo identification is required for prize pickup. Prizes subject to change without prior notice. (ARV for Phase One is \$3,815.79, certain prizes/experiences cannot be purchased)

- Three (3) winners and one (1) guest per winner shall have the opportunity for a pace car ride Saturday, August 16, 2014, at the Speedway.
- Two (2) winners and one (1) guest per winner shall have the opportunity for a pace car ride Sunday, August 17, 2014, at the Speedway.
- Ten (10) winners and one (1) guest per winner shall have the opportunity to receive a NASCAR Sprint Cup Series Cold Garage Pass, valid Friday, August 15, 2014 through Sunday, August 17, 2014, at times when access is permitted by the sanctioning body, at the Speedway.
- One hundred (100) winners and one (1) guest per winner shall have the opportunity to receive access to Pre-race Ceremonies during the NASCAR Sprint Cup Series, valid Sunday, August 17, 2014, at the Speedway
- Five (5) winners and one (1) guest per winner shall receive a Budweiser Acceleration Package for Saturday, August 16, 2014, at the Speedway. ARV \$79 each; Total ARV \$790
- Five (5) winners and one (1) guest per winner shall receive a Budweiser Acceleration Package for Sunday, August 17, 2014, at the Speedway. ARV \$99 each; Total ARV \$990
- Twenty (20) winners will receive a rental for one (1) Fan Vision hand held device at the Speedway, valid for Friday, August 15, 2014 through Sunday, August 17, 2014. ARV \$59.99 each; Total ARV \$1199.80
- Twenty (20) winners will each receive \$20 "Michigan Money" food voucher, valid from Friday, August 15, 2014

through Sunday, August 17, 2014. Total ARV \$400

- One hundred and fifty (150) and one (1) guest per winner shall receive access to the Camping World Truck Open Garage session Friday, August 15, 2014, at the Speedway.
- One hundred (100) and one (1) guest per winner shall receive access to the Camping World Truck Autograph session, Friday, August 15, 2014, at the Speedway.
- One hundred (100) and one (1) guest per winner shall receive access to the NASCAR Sprint Cup Series Question and Answer session on Friday, August 15, 2014, at the Speedway.
- Forty-five (45) and one (1) guest per winner shall receive access to the NASCAR Sprint Cup Series Garage Tour valid Sunday, August 17, 2014, at the Speedway.

One (1) winner and one (1) guest will receive the Ultimate Fan Experience and will receive the opportunity to receive Fan Vision Rental for the weekend, a \$20 "Michigan Money" food voucher, Budweiser Acceleration Package for Saturday, August 16, 2014, at the Speedway, Budweiser Acceleration Package for Sunday, August 17, 2014, at the Speedway, access passes to the driver introductions during the NASCAR Sprint Cup Series, valid August 17, 2014, , access to the NCWTS Autograph session Friday, August 15, 2014, access to the NCWTS Open Garage session on Friday, August 15, 2014, access to the NSCS guided tour on Sunday, August 17, 2014, access to the NSCS Question and Answer session on Friday, August 15, 2014 and receive a NASCAR Sprint Cup Series Cold Garage Pass, valid August 15 – 17, 2014, at times when access is permitted by the sanctioning body, at the Speedway. Total ARV is \$435.99

Travel, accommodation, meals, insurance and other expenses not explicitly included in the description of the prizes are the sole responsibility of the prize winners and their guests. If selected winners are not able to attend on the dates set out and at the times to be determined by the Sponsor, they will not be eligible for any prize.

PHASE THREE:

ENTRY: The Phase Two Contest begins on April 24, 2014 and ends on August 1, 2014 at 11:59 P.M. (EDT) (the "Phase Two Period"). There are two (2) ways to enter: (1) Online: visit www.mispeedway.com/goldenticket and follow the directions provided to complete the entry form and submit to receive one (1) entry into the Sweepstakes. All online entries for Phase Two must be submitted by August 1, 2014 to be eligible. (2) Personally: Free registration for Phase Three contest and drawing for the MIS Second Chance Fan Experience Drawing at Michigan International Speedway prize packages will be held on Friday, August 29, 2014 at 12:00 Noon at the Speedway Administration office. Sponsor is not responsible for lost, late, mutilated, misdirected, or postage-due entries. Incomplete, illegible, or fraudulent entries not considered. All entries for this phase must be received during the Phase Two Period.

WINNING: On August 29, 2014, a winner will be selected via a random drawing from among all eligible entries received during the Phase Three registration period. In addition, if any potential winner is a Canadian resident, he/she must answer unaided a time-limited mathematical skill-testing question as a condition to receiving a prize. Potential winners are subject to verification and eligibility confirmation. Selected prize winners will be posted at www.MISpeedway.com September 3, 2014, beginning at Noon (EDT). Winners may not substitute or transfer prizes; however, Sponsor reserve the right to substitute a prize with a prize of equal or greater value. Entrants agree to be bound by these Official Rules and decisions of the independent judges, which are final. Potential prize winners must meet all eligibility requirements set forth in these Official Rules to qualify for the prizes.

Prize winners must be present at the Speedway and must present personal identification bearing his/her photograph, name, age, and address, and sign a declaration of eligibility and liability release in order to take delivery of the prize (and Canadian winners must answer the mathematical skill-testing question) in order to take delivery of any prize. If any winner fails to take delivery of his/her prize, then an alternate winner for that prize will be selected by random drawing from among remaining eligible entries. **ODDS:** Odds of winning depend on the number of eligible entries received by 11:00 A.M. August 31, 2014.

PRIZES: One (1) winner and one (1) guest will receive the MIS Second Chance Fan Experience Drawing prize during one (1) of the 2015 Michigan International Speedway NASCAR race days (winners choice of June or August 2015) and will receive the opportunity to receive a NASCAR Sprint Cup Series race Cold Garage Pass, valid at times when access is permitted by the sanctioning body, access to pre-race ceremonies during the NASCAR Sprint Cup Series race, receive one (1) weekend fan vision rental, ride in a pace car on Sunday of the TBD race weekend in 2015. All prizes are subject to weather conditions, scheduling and rules and regulations of the Sponsor and/or any applicable sanctioning body. (ARV for Phase Three is \$59.99 for fan vision rental) Travel, accommodation, meals, insurance and other expenses not explicitly included in the description of the prizes are the sole responsibility of the prize winners and their guests. If selected winners are not able to attend on the dates set out and at the times to be determined by the Sponsor, they will not be eligible for any prize.

CONDITIONS APPLICABLE TO ALL PHASES:

Total ARV of all prizes in all phases is: \$7,691.57. Unless specified herein, no prize includes admission tickets to any NASCAR event held at the Speedway. Sponsor is not responsible if the race is rained out or postponed or is cancelled after ticketing of prize for any reason, in whole or in part. In that event, winner will receive remainder of the prize. No compensation will be paid if advertised portion of prize is unavailable. Prize details and availability are subject to change, in which case a prize of equal or greater value may be substituted at Sponsor's sole discretion. If winner(s) and/or guest(s) are unable or unwilling to be present on the dates specified, prize may be forfeited and awarded to an alternate winner via random drawing. All federal, state and local taxes, and all other expenses not specifically listed as part of prize are the responsibility of the winners. Other than as specified, winners and guests are responsible for all transportation to Brooklyn, Michigan. Prize is non-transferable, with no cash redemptions or substitutions except at Sponsor's sole discretion. Any difference between estimated prize values and actual prize values will not be awarded to any prize winner. In order to claim prize, additional releases and/or waivers of liability required by Michigan International Speedway, Inc. and/or any applicable sanctioning body shall also be required as appropriate.

WINNER NOTIFICATION: Potential winners 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 within 7 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 18 but 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.

CLAIMING PRIZES: Except where prohibited by law, by accepting a prize, winner agrees that Sponsor and its affiliates may use the winners' name, address (city, state/province/territory), photograph, videotape, likeness, and/or prize information for advertising, publicity and promotional purposes and grants Sponsor and its related and affiliated companies reserve any and all rights to said use without further notice and/or compensation. In the event of noncompliance with these Official Rules, or if the potential winners cannot be contacted at the phone number on his/her entry prize will be forfeited and an alternate winner will be selected.

By entering this Sweepstakes and/or accepting any prize, entrant agrees: (1) to release, discharge and hold harmless Sponsor, their respective parents, subsidiaries, limited liability and affiliated companies, 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 Sweepstakes 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 Sweepstakes, selection of winners and awarding of prizes, which shall be 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 Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prize[s], or in any Sweepstakes-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 Sweepstakes. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes 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 Sweepstakes 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 Sweepstakes be unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winner[s] in a random drawing from among all eligible, non-suspect entries received prior to action taken. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES 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. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. "Authorized account subscriber of the e-mail account" is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

FORUM SELECTION: This Sweepstakes shall be governed by the laws of the State of Michigan. Each entrant knowingly and voluntarily intends and agrees that (i) the mandatory, exclusive venue for any action in any way related to or arising out of this Sweepstakes or prizes awarded shall be resolved individually without resort to any form of class action and shall be the state and federal courts in and for Jackson County, Michigan; and (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. Each entrant hereby knowingly and voluntarily waives any and all objections to venue and personal jurisdiction in the foregoing, and submit themselves thereto. Each entrant hereby waives any right it may have to assert the doctrine of forum non conveniens or similar doctrine or to object to venue with respect to any proceeding brought in accordance with this paragraph, and stipulates that the aforementioned courts shall have in personam jurisdiction and venue over them for the purpose of litigating any dispute, controversy, or proceeding arising out of or related to this Sweepstakes.

CLASS ACTION WAIVER: Each party agrees that an arbitrator, judge, magistrate or other similar authority may not consolidate more than one person's claims, and may not otherwise preside over any form of a representative or class proceeding, and that any dispute resolution proceedings will be conducted only on an individual basis and not in a class, consolidated or representative action. You agree to waive any right to a jury trial or to participate in a class action.

VOID WHERE PROHIBITED BY LAW. Subject to all federal, state, and local laws and regulations. Winners' names will be posted on www.mispeedway.com following the drawings, or may be obtained by sending a stamped, self-addressed envelope to "MICHIGAN INTERNATIONAL SPEEDWAY® FAN APPRECIATION" c/o Michigan International Speedway, 12626 Hwy 12, Brooklyn, MI 49230, between August 20-31, 2014. Requests not received during that period will not be processed.

Contest sponsored by Michigan International Speedway, Inc.

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CONSUMER PRIVACY: Information submitted to Michigan International Speedway, Inc. ("MIS") by any entrant is subject to MIS' privacy policy located at <http://www.mispeedway.com/About-MIS/Privacy-Policy.aspx>