

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

The promotion begins on September 1, 2011, 12:00 a.m. EDT and ends on August 31, 2012 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 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 its 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 September 1, 2011 and ends on June 17, 2012 at 11:59 P.M. (EDT) (the “Phase One Period”). All ticket holders who have purchased race tickets from Sponsor for a 2012 event at Michigan International Speedway® (“Speedway”) as of June 1, 2012, at 11:59 P.M. (EDT), will each receive one (1) golden ticket with a scratch for a fan appreciation experience prize from the Phase One drawing. All ticket holders who have purchased race tickets from Sponsor for a 2012 event at the Speedway and who used the “Print at Home” feature, will each receive an email with a Golden Ticket that will be marked “you are a winner” or “sorry, you are not a winner”. If you are a winner, it will also indicate the prize. If you are not a winner, the email will contain a form at the bottom, that the recipient can fill out and drop off in the box at the Fan Appreciation Booth for a chance to win. 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. Sponsors are not responsible for lost, late, mutilated, misdirected, or postage-due entries. Incomplete, illegible, or fraudulent entries not considered. All entries must be received during the Phase One Period.

WINNING: Potential winners are subject to verification and eligibility confirmation. 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. 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, 2012.

PRIZES: Available prize packages are as described below and subject to weather conditions, scheduling and rules and regulations of Michigan International Speedway, Inc. 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 Michigan International Speedway during the following hours Friday, June 15, 2012 8 am-5 pm, Saturday, June 16, 2012 10 am – 4 pm and Sunday, June 17, 2012 8 am to 1 pm. Photo identification is required for prize pickup. Prizes subject to change without prior notice. (ARV for Phase One is \$0, as prizes/experiences cannot be purchased)

- Five (5) winners will have the opportunity to “Wave the Green Flag” for an ARCA series qualifying lap on Friday, June 15, 2012, at Michigan International Speedway (“Speedway”).
- Five (5) winners will have the opportunity to “Wave the Green Flag” for a NASCAR Nationwide series qualifying lap on Saturday, June 16, 2012, at Michigan International Speedway (“Speedway”).
- Five (5) winners will have the opportunity to “Wave the Green Flag” for a NASCAR Sprint Cup series qualifying lap on Saturday, June 16, 2012, at Michigan International Speedway (“Speedway”).
- Three (3) winners and one (1) guest per winner shall have the opportunity for a pace car ride at the Speedway on the morning of Saturday, June 16, 2012.
- Two (2) winners and one (1) guest per winner shall have the opportunity for a pace car ride at the Speedway on the morning of Sunday, June 17, 2012.
- Ten (10) winners and one (1) guest per winner shall have the opportunity to receive a Sprint Cup Series Cold Garage Pass, valid June 16 – 17, 2012, at times when access is permitted by the sanctioning body.
- Fifty (50) winners and one (1) guest per winner shall have the opportunity to receive access to Pre-race Ceremonies during the Sprint Cup Series, valid June 17, 2012.
- Twenty-five (25) winners and one (1) guest per winner shall have the opportunity to receive access to Victory Lane Celebration during the Sprint Cup Series, valid June 17, 2012.
- Twenty-five (25) winners and three (3) guests per winner shall have the opportunity to receive Pit Passes during the Sprint Cup Series, valid June 15-17, 2012.

- Five (5) winners and one (1) guest per winner shall receive a Budweiser Acceleration Package for Saturday, June 16, 2012.
- Five (5) winners and one (1) guest per winner shall receive a Budweiser Acceleration Package for Sunday, June 17, 2012.
- Five (5) winners will receive a Ten Dollar (\$10) gift certificate (Michigan Money) redeemable at Americrown concession stands or merchandise stands at the Speedway.
- One (1) winner and one (1) guest will have the opportunity to present the fan trophy to the Sprint Cup Series winner on Sunday, June 17, 2012.
- Twenty-five (25) winners will receive a Fifty Dollar (\$50) Sunoco gas card.
- Ten (10) winners will receive a rental for one (1) Fan Vision hand held device.
- One (1) winner and one (1) guest will receive the Ultimate Fan experience and will receive Cold Garage passes, Pace Car Ride on Sunday June 17, 2012, Driver Meeting access passes, Pre-Race Ceremony and Victory Lane Celebration passes

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 Sponsors, they will not be eligible for any prize.

PHASE TWO:

ENTRY: The Phase One Contest begins on September 1, 2011 and ends on August 19, 2012 at 11:59 P.M. (EDT) (the "Phase One Period"). All ticket holders who have purchased race tickets from Sponsor for a 2012 event at Michigan International Speedway® ("Speedway") as of August 3, 2012, at 11:59 P.M. (EDT), will each receive one (1) golden ticket with a scratch for a fan appreciation experience prize from the Phase One drawing. All ticket holders who have purchased race tickets from Sponsor for a 2012 event at the Speedway and who used the "Print at Home" feature, will each receive an email with a Golden Ticket that will be marked "you are a winner" or "sorry, you are not a winner". If you are a winner, it will also indicate the prize. If you are not a winner, the email will contain a form at the bottom, that the recipient can fill out and drop off in the box at the Fan Appreciation Booth for a chance to win. 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. Sponsors are not responsible for lost, late, mutilated, misdirected, or postage-due entries. Incomplete, illegible, or fraudulent entries not considered. All entries must be received during the Phase Two Period.

WINNING: Potential winners are subject to verification and eligibility confirmation. 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. 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 3, 2012.

PRIZES: Available prize packages are as described below and subject to weather conditions, scheduling and rules and regulations of Michigan International Speedway, Inc. 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 Michigan International Speedway during the following hours Friday, August 17, 2012 9 am-5 pm, Saturday, August 18, 2012 9 am – 4 pm and Sunday, August 19, 2012 8 am to 1 pm. Photo identification is required for prize pickup. Prizes subject to change without prior notice. (ARV for Phase One is \$0, as prizes/experiences cannot be purchased)

- Five (5) winners will have the opportunity to "Wave the Green Flag" for a NASCAR Camping World Truck series qualifying lap on Saturday August 18, 2012, at Michigan International Speedway ("Speedway").
- Five (5) winners will have the opportunity to "Wave the Green Flag" for a NASCAR Sprint Cup series qualifying lap on Saturday August 18, 2012, at Michigan International Speedway ("Speedway").
- Three (3) winners and one (1) guest per winner shall have the opportunity for a pace car ride at the Speedway on the morning of Saturday, August 18, 2012.
- Two (2) winners and one (1) guest per winner shall have the opportunity for a pace car ride at the Speedway on the morning of Sunday, August 19, 2012.

- Ten (10) winners and one (1) guest per winner shall have the opportunity to receive a Sprint Cup Series Cold Garage Pass, valid August 18 - 19, 2012, at times when access is permitted by the sanctioning body.
- Fifty (50) winners and one (1) guest per winner shall have the opportunity to receive access to Pre-race Ceremonies during the Sprint Cup Series, valid August 19, 2012.
- Twenty-five (25) winners and one (1) guest per winner shall have the opportunity to receive access to Victory Lane Celebration during the Sprint Cup Series, valid August 19, 2012.
- Twenty-five (25) winners and three (3) guests per winner shall have the opportunity to receive Pit Passes during the Sprint Cup Series, valid August 17-19, 2012.
- Five (5) winners and one (1) guest per winner shall receive a Budweiser Acceleration Package for Saturday, August 18, 2012.
- Five (5) winners and one (1) guest per winner shall receive a Budweiser Acceleration Package for Sunday, August 19, 2012.
- Five (5) winners will receive a Ten Dollar (\$10) gift certificate (Michigan Money) redeemable at Americrown concession stands or merchandise stands at the Speedway.
- One (1) winner will have the opportunity to present the fan trophy to the Sprint Cup Series winner on Sunday, August 19, 2012.
- Twenty-five (25) winners will receive a Fifty Dollar (\$50) Sunoco gas card.
- Ten (10) winners will receive a rental for one (1) Fan Vision hand held device.
- One (1) winner and one (1) guest will receive the Ultimate Fan experience and will receive Cold Garage passes, Pace Car Ride on Sunday June 17, Driver Meeting access passes, Pre Race Ceremony and Victory Lane Celebration passes

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 Sponsors, they will not be eligible for any prize.

PHASE THREE:

ENTRY: Free registration for Phase Three contest and drawing for the Ultimate Fan Experience at Michigan International Speedway prize packages will be held on Friday, August 31, 2012 at 12:00 Noon at the Michigan International Speedway Administration office.

WINNING: At Noon (EDT) on August 31, 2012, a winner will be selected via a random drawing from among all eligible entries received at the Speedway's Fan Appreciation booth located in the New Holland Fan Plaza from June 15, 2012 through August 19, 2012. Potential winners are subject to verification and eligibility confirmation. Selected prize winners will be posted at mispowder.com August 31 2012, beginning at Noon (EDT). 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 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. 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, 2012.

PRIZES: One (1) winner and one (1) guest will receive the Ultimate Fan Experience during one (1) of the 2013 NASCAR race days and will receive Cold Garage passes, Sunday Pace Car Ride, Driver Meeting access passes, Pre Race Ceremony and Victory Lane Celebration passes. All prizes are subject to weather conditions, scheduling and rules and regulations of Michigan International Speedway, Inc., and/or any applicable sanctioning body. (ARV for Phase Three is 0) 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 Sponsors, they will not be eligible for any prize.

CONDITIONS APPLICABLE TO ALL PHASES:

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.

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 contest and/or using any prize, you agree: (1) to release Michigan International Speedway, Inc, Americrown Service Corporation, their respective parent, subsidiaries, limited liability and affiliated companies and their respective shareholders, officers, directors, employees, members, agents, and assigns from liability of any kind or nature for any loss, claims, damages, or injuries of any kind associated with participation in this contest or with acceptance and use of any prize and (2) to be bound by these rules and any decisions of the sponsor or promoter relating to participation in the contest, selection of winners and awarding of prizes, whose decisions are final. Acceptance of any prize constitutes permission to use winner's name, biographical information, and/or likeness for purposes of advertising and promotion without further compensation, unless prohibited by law. Nothing in this Indemnification obligation shall operate to relieve Americrown Service Corporation from its obligations and responsibilities for actions of all persons as they relate to the Michigan Liquor Control Act or violations of the Act or Rules.

VOID WHERE PROHIBITED BY LAW. Subject to all federal, state, and local laws and regulations. Winners' names will be posted on the track's website mispower.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, 2012. Requests not received during that period will not be processed.

Contest sponsored by Michigan International Speedway, Inc. and Americrown Service Corporation

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