

RULES FOR THE “PICK THE WINNING FAN APPRECIATION LOGO”

NO PURCHASE NECESSARY. Contest begins 12/15/09, and ends 5:00 PM ET on 1/29/10. You will be entered to win if the Fan Appreciation Logo you select is picked as the winner or by handprinting your name, address, zip code, daytime and evening phone numbers, logo selection and age on a 3" x 5" card and mailing the card to Fan Appreciation Logo Contest, c/o Michigan International Speedway, Inc., 12626 US 12, Brooklyn, MI 49230. Not responsible for lost, late, mutilated, misdirected, or postage-due entries. Incomplete, illegible, or fraudulent entries not considered. All entries must be received on or before 5:00 PM ET on 1/29/10. Contest open to legal residents of the United States age 18 or older with a valid driver's license. Only one entry per person permitted. Employees of Michigan International Speedway® and its parent, subsidiaries, limited liability or affiliated companies, and members of their immediate family may not participate.

Available prizes: One (1) grand prize winner will receive 2 tickets to the ARCA Racing Series “Racing for Wildlife 200”/Gatorade Pole Day scheduled to be held at Michigan International Speedway® and receive the opportunity to wave the green flag for a qualifying lap on June 11, 2010. Approximate retail value of the prize is: \$30 for the Grand Prize. Odds of winning depend upon number of eligible entries received. All applicable taxes, license, registration fees, insurance, and any other expenses not specifically listed herein (including without limitation any necessary transportation and lodging) are the responsibility of each prize winner. 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. 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. Prizes are not transferable. No cash in lieu of prizes. No substitution of prizes. In the event any race is postponed, changed, or canceled in whole or in part, no cash, prize substitutions, or other compensation will be provided. Any difference between estimated prize values and actual prize values will not be awarded to any prize winner. Winners will be selected by random drawing from among all eligible entries on or about 2/1/10, and will be notified by phone/e-mail on or before 2/2/10. If any winner fails to take delivery of his/her prize or cannot be reached by telephone by 2/5/10, 5:00 PM ET, then an alternate winner for that prize will be selected by random drawing from among remaining eligible entries.

By entering this contest and/or using any prize, you agree: (1) to release Michigan International Speedway, Inc., its 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; (2) to receive phone, email and mail solicitation from International Speedway Corporation and its affiliates, even if otherwise listed on a do-not-call list or other similar list; and (3) 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.

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 www.MISpeedway.com following the drawings, or may be obtained by sending a stamped, self-addressed envelope to Fan Appreciation Logo Contest, c/o Michigan International Speedway, Inc., 12626 US 12, Brooklyn, MI 49230 between 2/8/10 and 2/12/10. Requests not received during that period will not be processed. Contest sponsored by Michigan International Speedway, Inc.

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