

OFFICIAL RULES FOR THE KANSAS SPEEDWAY "100,000 LIKES CELEBRATION" PROMOTION

NO PURCHASE NECESSARY. The sweepstakes begins on Friday, May 2, 2014, at 12:01 am (CST) and ends May 7, 2014, 11:59 am (CST) (the "Sweepstakes Eligibility Period"). Sweepstakes is open to legal residents of the United States age 18 (19 in Alabama) or older with a valid driver's license. Only one (1) entry per person permitted. Employees of Kansas Speedway Corporation ("KSC") and its parent, subsidiaries, limited liability and affiliated companies, and members of their immediate family may not participate.

ENTRY: No purchase necessary. Potential winners are subject to verification and eligibility confirmation. There are **2** ways to enter: Visit kansasspeedway.com and follow the directions provided to complete the entry form and submit to receive 1 entry into the Sweepstakes OR handprint your name, address, city, state, zip code, daytime and evening phone numbers (including area codes), and date of birth on a 3"x5" card and mail the card, with proper postage affixed to: "100,000 LIKES CELEBRATION", c/o Kansas Speedway, 400 Speedway Blvd, Kansas City, Kansas 66111. All mail-in entries must be received by May 7, 2014 to be eligible. Entries generated by script, macro or other automated **[or mechanical]** means or by any means which subvert the entry process are void. Limit **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 will be void.

WINNING: Potential winners are subject to verification and eligibility confirmation. Kansas Speedway® will attempt to notify potential winners by phone following completion of the promotion and selection of the winner. No substitution or transfer of prize. Entrants agree to be bound by these Official Rules and decisions of Kansas Speedway® or their representatives, which are final. Potential prize winner must meet all eligibility requirements set forth in these Official Rules to qualify for the prizes.

Prize winner 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 any prize. Winner will have 24 hours from the initial phone notification of selection as the grand prize recipient to confirm notification and determine eligibility confirmation. If any potential winner fails to take delivery of his/her prize by the date and time 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 May 7, 2014.

PRIZE: Ten (10) Grand Prize Winners will receive a two (2) NASCAR Sprint Cup Series Cold Garage Passes for the May 10, 2014, race day at Kansas Speedway. Prize package includes two (2) NASCAR Sprint Cup Series Cold Garage Passes for the May 10, 2014, race day at Kansas Speedway. (ARV: NA). Grand Prize Winners and guest must be available to attend event held on May 10, 2014. Access times to garages may change based on sanctioning body. Travel, accommodation, meals, insurance and other expenses not explicitly included in the description of the prizes are the sole responsibility of the Grand Prize Winner and his/her guest. If selected winner is not able to attend on the dates and at the times to be determined by Kansas Speedway®, they will not be eligible for any prize.

CONDITIONS:

If a winner's guest is a minor, he/she must be accompanied by a parent or legal guardian at all times and at his/her own expense if the parent/guardian is not the winner. Sponsor is not responsible if the NASCAR Sprint Cup Series May 10, 2014, race is postponed or is cancelled, in whole or in part. No compensation will be paid if advertised portion of prize is unavailable. 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 who will be chosen at the discretion of Kansas Speedway. All applicable federal, state and local taxes, travel, accommodations, meals, insurance and all other expenses not specifically listed as part of prize are the responsibility of the winners and his/her guests. Other than as specified, winners

and guests are responsible for all transportation associated with winning this prize. Prize is non-transferable, with no cash redemptions or substitutions. 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 Kansas Speedway, LLC 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 Kansas Speedway® and its affiliates may use the winners' name, address (city, state/province/territory), photograph, video, likeness, and/or prize information for advertising, publicity and promotional purposes and grants. Kansas Speedway® 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 Kansas Speedway, LLC, its parent, subsidiaries, limited liability and affiliated companies, NASCAR, Inc., Sprint and each of their respective affiliates and each of their respective shareholders, officers, directors, employees, members, successors, agents, and assigns (collectively, the "Released Parties") 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.kansasspeedway.com following the awarding of the prize, or may be obtained by sending a stamped, self-addressed envelope to Kansas Speedway's "100,000 LIKES CELEBRATION" c/o Kansas Speedway, 400 Speedway Blvd. Kansas City, Kansas 66111, between May 2, 2014, and May 7, 2014. Requests not received during that period will not be processed.

Contest sponsored by Kansas Speedway, LLC.

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