

OFFICIAL RULES FOR THE “\$100K Top 10 For The Win”

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

PROMOTION PERIOD: The “\$100K Top 10 For The Win” Promotion (“Promotion”) begins on February 15, 2011 at 9:00 a.m. Eastern Time (“ET”) and ends on November 18, 2011 at 5:00 p.m. ET (the “Promotion Period”). The Promotion will consist of thirty six (36) separate entry periods, each affiliated with a separate race as listed below (each, an “Entry Period”). Each Entry Period will begin at 9:00 a.m. ET on the Tuesday prior to the “Date of Race” and end at 12:00 p.m. ET on the “Entry Deadline” listed in the chart below.

[Please confirm permission to reference each of these speedways.]

Race Location	Date of Race	Entry Period Deadline
Daytona International Speedway	February 20, 2011	Entry Deadline: 2/18/11
Phoenix International Raceway	February 27, 2011	Entry Deadline: 2/25/11
Las Vegas Motor Speedway	March 6, 2011	Entry Deadline: 3/4/11
Bristol Motor Speedway	March 20, 2011	Entry Deadline: 3/18/11
Auto Club Speedway	March 27, 2011	Entry Deadline: 3/25/11
Martinsville Speedway	April 3, 2011	Entry Deadline: 4/1/11
Texas Motor Speedway	April 9, 2011	Entry Deadline: 4/8/11
Talladega Superspeedway	April 17, 2011	Entry Deadline: 4/15/11
Richmond International Raceway	April 30, 2011	Entry Deadline: 4/29/11
Darlington Raceway	May 7, 2011	Entry Deadline: 5/6/11
Dover International Speedway	May 15, 2011	Entry Deadline: 5/13/11
Charlotte Motor Speedway	May 29, 2011	Entry Deadline: 5/27/11
Kansas Speedway	June 5, 2011	Entry Deadline: 6/3/11
Pocono Raceway	June 12, 2011	Entry Deadline: 6/10/11
Michigan International Speedway	June 19, 2011	Entry Deadline: 6/17/11
Infiniteon Raceway	June 26, 2011	Entry Deadline: 6/24/11
Daytona International Speedway	July 2, 2011	Entry Deadline: 7/1/11
Kentucky Speedway	July 9, 2011	Entry Deadline: 7/8/11
New Hampshire Motor Speedway	July 17, 2011	Entry Deadline: 7/15/11
Indianapolis Motor Speedway	July 31, 2011	Entry Deadline: 7/29/11
Pocono Raceway	August 7, 2011	Entry Deadline: 8/5/11
Watkins Glen International	August 14, 2011	Entry Deadline: 8/12/11
Michigan International Speedway	August 21, 2011	Entry Deadline: 8/19/11
Bristol Motor Speedway	August 27, 2011	Entry Deadline: 8/26/11
Atlanta Motor Speedway	September 4, 2011	Entry Deadline: 9/2/11
Richmond International Raceway	September 10, 2011	Entry Deadline: 9/9/11
Chicagoland Speedway	September 18, 2011	Entry Deadline: 9/16/11
New Hampshire Motor Speedway	September 25, 2011	Entry Deadline: 9/23/11
Dover International Speedway	October 2, 2011	Entry Deadline: 9/30/11
Kansas Speedway	October 9, 2011	Entry Deadline: 10/7/11
Charlotte Motor Speedway	October 15, 2011	Entry Deadline: 10/14/11
Talladega Superspeedway	October 23, 2011	Entry Deadline: 10/21/11
Martinsville Speedway	October 30, 2011	Entry Deadline: 10/28/11
Texas Motor Speedway	November 6, 2011	Entry Deadline: 11/4/11
Phoenix International Raceway	November 13, 2011	Entry Deadline: 11/11/11
Homestead-Miami Speedway	November 20, 2011	Entry Deadline: 11/18/11

HOW TO ENTER: During the Promotion Period, visit www.rir.com and follow the directions provided to complete the entry form by listing the top ten (10) race car drivers in the order in which you predict they will finish the applicable race from first to last based on the following criteria: driver skill, team skill, length of race, quality of equipment, style of track, driver experience and other variables which typically determine the race outcome. Enter the number of laps your race winning driver will lead and correct answer (or closest thereto) will be used to break any ties. Submit to receive one (1) entry for the applicable Entry Period. A separate entry form must be filled out for each Entry. Predictions from one Entry Period will not be considered in any other Entry Period. All entries must be submitted by the Entry Deadline date at 12:00 p.m. ET to be eligible. Maximum of 5,000 entries per week accepted. 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 per Entry Period. Entries received from any person or email address or household in excess of the stated limitation for any Entry Period 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, mutilated or misdirected entries. Incomplete, garbled, or fraudulent entries will be void.

ELIGIBILITY: Promotion is open to legal residents of the fifty (50) United States and the District of Columbia who of legal age of majority in their jurisdictions of residence (and at least 18). Employees of Richmond International Raceway, Inc. ("Sponsor"), and its parent, subsidiaries, affiliated 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. Promotion is subject to all applicable federal, state and local laws. Void where prohibited by law.

WINNER DETERMINATION: The individual who correctly predicts the top ten (10) finishing order for each applicable race will be the potential winner for that Entry Period (for a total of up to thirty six (36) winners). In the event of a tie for any Entry Period, the potential winner who picked the number of laps the winner of the race led (or closest thereto) will be deemed the winner, subject to verification of eligibility and compliance with these Official Rules. **IN THE EVENT THAT NO ENTRANT SELECTS THE CORRECT TOP TEN (10) FINISHING ORDER FOR ANY RACE, THE PRIZE WILL NOT BE AWARDED FOR THAT ENTRY PERIOD.**

WINNER NOTIFICATION: Each potential winner (if any) will be contacted via email and/or telephone 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 ten (10) 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. Potential winners will be issued an IRS Form 1099 reflecting the actual value of the prize, where applicable. Return of a 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 the prize will be forfeited.

PRIZES (UP TO 36) (ONE (1) PER ENTRY PERIOD): grand Prize for each Entry Period is One Hundred Thousand Dollars (\$100,000), awarded in the form of a check from Sponsor. Each Entry Period, the Entry that selected the correct race winner and chose the number of laps led by such winner (or closest thereto in the event no Entry got the number of laps correct) shall receive a Sponsor "Prize Pack" at Approximate Retail Value of \$25 which shall contain Sponsor merchandise such as a hat, t-shirt or other apparel. All applicable federal, state and local taxes and any other costs and 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 or transfer 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 for each Entry Period is: \$100,000. All prize details are at Sponsor's sole discretion.

GENERAL CONDITIONS: By entering this Promotion and/or accepting any prize, entrant agrees: (1) to release, discharge and hold harmless Sponsor, NASCAR, Inc., their respective parent, subsidiaries, affiliated companies, limited liability and 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 (including death or damage to personal or real property) of any kind resulting in whole or in part, directly or indirectly from entrant's participation in this Promotion 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 Promotion, the determination of winners and awarding of prizes (as applicable), which shall be final. Acceptance of any prize constitutes permission for Sponsor and/or NASCAR 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 Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of entries, the announcement of the prize[s], the cancellation or postponement of any races, or in any Promotion-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 Promotion. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Promotion 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 Promotion 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 Promotion be unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Promotion and, if terminated, at its discretion, select the potential winner[s] for the Entry Period[s] at issue using the winner determination procedure outlined above. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION 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.

WINNERS' LIST: The winners' names (if any) will be posted on www.rir.com from February 28, 2011 to November 25, 2011, or they may be obtained by sending a properly stamped, self-addressed

envelope to \$100K Top 10 For The Win c/o Richmond International Raceway, 600 E. Laburnum Ave., Richmond, VA 23222. Mail-in winners' list requests must be postmarked by November 17, 2011 and received by November 22, 2011. Requests not postmarked and/or received by the specified will not be honored.

SPONSOR: This Promotion is sponsored by Richmond International Raceway, Inc., 600 E. Laburnum Ave., Richmond, VA 23222.