

RULES FOR THE “Ultimate Fan Access Weekend Sweepstakes”

NO PURCHASE NECESSARY. Contest begins April 23, 2010, and ends 12:00am EST on August 16, 2010. You will be entered to win by filling out the form for the sweepstakes at www.rir.com or by handprinting your name, address, zip code, daytime and evening phone numbers, and age on a 3" x 5" card and mailing the card to Ultimate Fan Access Weekend, C/O RIR, 600 E. Laburnum Ave, Richmond, VA 23222. 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 12:00 am on August 16, 2010. 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 Richmond International Raceway, Inc. 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 two (2) tickets to the NASCAR Nationwide Series and the NASCAR Sprint Cup Series race event weekend scheduled to be held on Friday, September 10, 2010 & Saturday, September 12, 2010 respectively; two (2) pace car rides on Saturday, September 11, 2010, subject to weather conditions; two (2) COLD pit passes valid for September 10-11, 2010, subject to the rules and regulations of Richmond International Raceway® and the applicable sanctioning body; pre-race ceremony access for winner and guest on Saturday, September 11, 2010; supervised access to NASCAR Sprint Cup Series driver's meeting and Gatorade Victory Lane on Saturday, September 11, 2010; two (2) Richmond International Raceway® Gatorade Victory Lane commemorative hats; one (1) hotel room, double occupancy for a two (2) night stay on September 10, 2010 and September 11, 2010, and \$100 Visa gift card for other expenses. Approximate retail value of the prize is: \$700.00 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 Richmond International Raceway, 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 August 17, 2010, and will be notified by phone or email on or before August 18, 2010. If any winner fails to take delivery of his/her prize or cannot be reached by telephone August 18, 2010, 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 Richmond International Raceway, 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.rir.com following the drawings, or may be obtained by sending a stamped, self-addressed envelope to Ultimate Fan Access Weekend, C/O RIR, 600 E. Laburnum Ave, Richmond, VA 23222 between April 16, 2010 and May 1, 2010. Requests not received during that period will not be processed. Contest sponsored by Richmond International Raceway, Inc.

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