

OFFICIAL RULES and REGULATIONS

NO PURCHASE NECESSARY – A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING

ELIGIBILITY: Participants/players (“Players”) must be 18 years of age or older at time of entry. The Bristol Trivia Challenge (the “Game”) is open to legal residents of the 50 United States and the District of Columbia. Employees of Bristol Motor Speedway, LLC (“BMS”), Speedway Motorsports, Inc. (“SMI”), Turner Sports Interactive, Inc. (“TSI”), the National Association for Stock Car Auto Racing, Inc. (“NASCAR”) and its drivers, teams and properties, and each of their respective parents, affiliates, subsidiaries, agents or representatives' employees, dealers or retailers, advertising or promotion agencies (collectively the “Game Entities”) are not eligible to win any prizes, nor are members of Game Entities' families or households. BMS is the sponsor of the Game (“Sponsor”). By entering the Game, Players agree to accept and be bound by all terms of these Official Rules and Regulations. Game is subject to all federal, state and local laws and regulations. Game may not be used in connection with any form of gambling. Void where prohibited or restricted by law. Each Facebook account holder is eligible to win only once.

GENERAL RULES OF GAME: There is no purchase necessary, and no fee to enter. The Game is open to all Players meeting the eligibility requirement listed above. By registering for the Game, Players agree (i) to accept e-mail and direct mail marketing messages from Bristol Motor Speedway and its advertising affiliates and (ii) that such act constitutes an inquiry and/or application for purposes of applicable federal and state telemarketing laws and, therefore, we have the right to contact you by telephone for marketing purposes. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to BMS and not to Facebook. The information you provide will only be used for promotion of BMS. See the BMS privacy policy located at http://www.bristolmotorspeedway.com/privacy_policy/ for more information.

HOW TO PLAY: Players may play the Game by accessing the “Bristol Trivia Challenge” tab from either NASCAR.com’s Facebook page or Bristol Motor Speedway’s Facebook page. From that page, Players will select the “Become a Fan of Bristol” link and enter any information requested. A separate window will automatically open and load the Game. A new set of twenty (20) random questions will be loaded each twenty-four (24) hour period for the duration of the Game. The Player may choose any fifteen (15) questions from the twenty (20) provided. Each Player receives the same number of randomly assigned 2x and 3x multipliers per Game each time the Game is played. A timer begins each time a question is asked, and the number of possible points declines as the timer counts down until both the timer and the available points reach zero for a given question. The points are assigned based on the number showing at the time the answer to the question is submitted by the Player. Once the fifteen (15) questions have been answered, the game is ended and the Player’s score is displayed. The score is uploaded to the host server, where it is published to show the Player where they currently stand in ranking against their Facebook friends.

HOW TO WIN: At the close of each twenty-four (24) hour period, the host server will provide a listing of the top ten (10) Players in the national ranking and each of those ten (10) Players will be deemed winners, subject to confirmation of eligibility. Should a winning player be disqualified, the next eligible person in the national ranking will be deemed the winner. Each winning player will be notified of their win via the e-mail address attached to their Facebook account, and will be asked to confirm eligibility. Upon confirmation of eligibility, the winner’s name will be placed on a pair of tickets to the IRWIN Tools Night Race at Bristol Motor Speedway to be held on Saturday, August 21, 2010. The tickets will be placed at the Will Call window at Bristol Motor Speedway, and the winner must present valid identification and execute a liability/publicity release in order to claim the tickets.

LIMITED TIME ONLY: This Game is available for a limited time only. The Game will be available from Wednesday, July 28, 2010 until Friday, August 6, 2010. Ten (10) winners per day for ten (10) days (total of 100 winners) will be awarded prizes.

ODDS OF WINNING: This is a game of skill. Therefore, the odds of winning the Game are a function of a number of factors including, but not limited to, the number of players and the relative knowledge of the players.

PRIZE DESCRIPTION: Winners will receive two (2) tickets to the 2010 NASCAR Sprint Cup IRWIN Tools Night Race at Bristol Motor Speedway to be held on August 21, 2010. The retail value of each prize is approximately Two Hundred Eighteen and No/100 Dollars (\$218.00.). Winner is solely responsible for all expenses, costs or fees associated with acceptance and/or use of the prize including, without limitation, any and all taxes, transportation, lodging, meals, gratuities and souvenirs.

TAX CONSEQUENCES: Federal, state and/or local taxes are the responsibility of the Winner. The determination of liability for any federal, state and/or local taxes that may arise out of the Player's participation in the Game (including the player's receipt of any prizes), and the payment of any such tax liability, shall be the sole responsibility of the Player. However, should federal, state and/or local law impose any tax reporting or filing obligations on BMS arising out of the Player's participation in the Game (including the Player's receipt of any prizes), the Player agrees to timely provide BMS with any information that is reasonably necessary for BMS to comply with any such reporting or filing obligations. In addition, should federal, state or local law impose any tax withholding obligation on BMS with respect to Player's receipt of any prizes, the Player agrees to such withholding and shall timely provide any information to BMS as may be required for BMS to accomplish such withholding.

GENERAL RULES AND REGULATIONS: By entering the Game, participants grant Sponsor and its designees the right, without obligation, to use their names, city and state of residence, score and ranking, without compensation, for the purpose of executing the Game and also for the purposes of advertising and publicizing the goods and services of Sponsor and all matters related to the Game in any manner or medium, throughout the world, in perpetuity, unless prohibited by law. Game Entities expressly disclaim any responsibility for, and entrants agree to hold the Game Entities harmless against, liability for injury or loss to any person or property relating to participation in the Game or the delivery and/or subsequent use or misuse of any of the prizes awarded, (including, without limitation, any travel or activity related thereto).

Winners and guest(s) will be required to sign affidavits of eligibility, liability releases and, except where prohibited by law, releases granting Sponsor the right to use their names, voices, pictures and likenesses, without compensation, for the purpose of advertising and publicizing the services of Sponsor and all matters related to the Game. If requested, Winners and guest(s) will be required to execute these documents and return them within three (3) days. Noncompliance within this time period may result in disqualification. Return of any prize or prize notification as undeliverable will result in disqualification and an alternate Winner may be selected at the Sponsor's discretion. In the event any Winner declines his or her prize or fails to return completed releases, except where prohibited by law, Sponsor may elect, at its own discretion, to select an alternate Winner. In the event guest(s) is a minor, Winner must be the parent or legal guardian and request and execute releases on behalf of minor.

Winners, by acceptance of the prizes, agree to release Game Entities from any and all liability claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize, or while preparing for, participating in, and/or traveling to any prize-related activity.

Game Entities and their employees, officers, directors, shareholders, agents, and their respective parent companies, affiliates, subsidiaries, and advertising, promotion and legal advisors are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected or incomplete

entries; (ii) telephone, electronic, hardware, or software program, network, Internet, or computer malfunctions, failures, or difficulties; (iii) errors in transmission; (iv) any condition caused by events beyond the control of Sponsor that may cause either contest to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind caused by a prize or resulting from acceptance, possession, use, or misuse of a prize, or from participation in the Game; or (vi) any printing or typographical errors in any materials associated with the Game.

If technical difficulties of any kind compromise the integrity or ability to continue online entry, Sponsor or Game Administrator reserves the right to modify or terminate online entry. If the Race is delayed, extended, interrupted, cancelled or shortened for any reason, the Game may be postponed, extended, shortened or terminated at the sole discretion of Sponsor. In the event of sabotage, acts of God, computer virus or other events or causes beyond the Sponsor's control, which corrupt the integrity, administration, security or proper operation of the Game, Sponsor or Game Administrator reserve the right, in their sole discretion, to modify, cancel or suspend the Game. In the event of cancellation, Sponsor and/or Game Administrator reserve the right to award prizes from among all eligible, non-suspect entries received prior to the event requiring such cancellation. In the event the Game is cancelled prior to the stated expiration date, notice will be posted at <http://www.nascar.com/bristol>.

CONSTRUCTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any participant, Sponsor or Game Administrator, shall be governed by, and construed in accordance with the laws of the State of Tennessee, without giving effect to any choice of law or conflict of law rules or provisions (whether of Tennessee, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Tennessee. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

OFFICIAL RULES AND WINNERS LIST: For a copy of the Official Rules or a Winners' list (Winners' list available after August 6, 2010), visit the Bristol Challenge Trivia Game web page or send a request and self-addressed, stamped envelope (residents of Vermont may omit return postage) to the following address by August 6, 2010 for Official Rules, and by September 30, 2010 for Winners' List (please specify "Rules" or "Winners"):

THE BRISTOL CHALLENGE TRIVIA GAME
Rules or Winners
Bristol Motor Speedway, LLC
151 Speedway Boulevard
Bristol, Tennessee 37620

PROMOTION RELEASE: By submitting an entry and participating in the Game, Player, for him/herself irrevocably transfers, grants and assigns to BMS, its affiliates and its respective successors, assigns, and licensees, the right worldwide and in perpetuity, to use his/her name, likeness, image and photographs, including any reproductions of same, in any and all media including, without limitation, use on the BMS Website or NASCAR.com in connection with the Game or other promotions, for any advertising or promotional purposes without additional compensation, and releases BMS and any entity acting on behalf of BMS from any liability with respect thereto.

RELEASE OF LIABILITY: Player, for him/herself agrees that BMS, its affiliates and its employees, officers, directors, shareholders, agents, representatives, its respective successors, assigns, agencies and licensees shall not be liable for any personal injury, death, loss or damage of any kind or any other causes of action or claims related to Player's participation in this Game or acceptance or use of the Prizes awarded including, without limitation, any claims based on publicity rights, defamation or invasion of privacy. If, for any reason, the Game or any portion thereof is not capable of running as

planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of BMS or its designee, may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Game, BMS reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Game or any part of the Game, and select the winners for the Game from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by BMS.

DISQUALIFICATION: BMS, its legal representatives, affiliates, subsidiaries, parents, agencies and its officers, directors, employees and agents, are not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer transmissions or technical failure, lost online entries, jumbled, scrambled or misdirected transmissions, or other error of any kind, whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of the Game, as solely determined by BMS, will be disqualified. If disqualified for any of the above reasons, BMS reserves the right to terminate Player's eligibility to participate in the Game.

LEGAL WARNING: Any attempt by any individual, whether or not an entrant, to damage, destroy, tamper with or vandalize the BMS Website, or otherwise interfere with the operation of the Game, is a violation of criminal and civil law and BMS will diligently pursue any and all remedies in this regard against any offending individual or entity to the fullest extent permissible by law and in equity.