

“ULTIMATE CHARLOTTE RACE WEEKEND” SWEEPSTAKES OFFICIAL RULES

HOW TO ENTER:

1. Enter online at www.charlottesgotalot.com/race by correctly completing all required fields in the online entry form and submitting it in accordance with the on-screen directions during the sweepstakes period.

Limit of one entry per person via any method of entry. All entries must be received by 12:00 NOON (EST) on Monday, October 4, 2010. No mechanically reproduced entries or entries using any automated quick-entry program permitted. All entries submitted become the sole property of the Charlotte Regional Visitors Authority and will not be returned.

ELIGIBILITY:

To enter the sweepstakes, you must, at the time of entry, be a lawful, permanent resident of the 48 contiguous United States or the District of Columbia, be 21 years of age or older, and be physically located in the 48 contiguous United States or the District of Columbia. **WINNER MUST BE ABLE TO TRAVEL TO CHARLOTTE OCTOBER 15-17, 2010.** Sweepstakes is void in Alaska, Hawaii, Puerto Rico, U.S. territories and possessions, outside of the U.S. and where prohibited by law. The sweepstakes and any web sites, web pages and advertisements relating thereto are intended for viewing only within the United States. Entries received from persons residing outside of the eligible geographic areas, or where restricted or prohibited by law, will be disqualified. Employees of the Charlotte Regional Visitors Authority, their advertising and promotion agencies, and their immediate families (parents, siblings, children and spouses of each, regardless of where they live) and members of the households (whether related or not) of such employees, are ineligible to participate in this sweepstakes. No purchase necessary to enter or win.

DRAWING AND NOTIFICATION:

Charlotte Regional Visitors Authority will conduct a random drawing on or about October 4, 2010, to select one winner of the prize described herein. Winners will be announced on or about October 5, 2010. Odds of winning the prize depend on the number of eligible entries received. The potential winner will be notified via email, at Charlotte Regional Visitors Authority's sole discretion. If the potential winner does not respond within twenty-four (24) hours from the first notification attempt then such person will be disqualified and an alternate winner will be selected. All notification requirements, as well as other requirements within these Official Rules, will be strictly enforced.

PRIZE:

One (1) Prize: Sweepstakes consists of: Four (4) tickets to the Bank of America 500 race to be held, weather-permitting, on Saturday October 16, 2010 at Charlotte Motor Speedway, four (4) admission tickets to the NASCAR Hall of Fame, four (4) karting passes to Victory Lane Indoor Karting Center, a two (2) night stay at Hilton Garden Inn Uptown, and a \$60 Gift Certificate to Rock Bottom Restaurant and Brewery (valid for food only, does not include drinks or gratuity). Trip must take place during the period of October 15-17, 2010 and will not be valid for alternate dates. Participants assume all liability during any/all prize events in accordance with venue/facility information. Additional liability waivers may be required at certain facilities. Reservations, should they be required, are the sole responsibility of the winner. All additional expense are the responsibility of the winner.

Winner is responsible for transportation to and from Charlotte along with all transportation during winner's stay. No transportation will be provided with this prize package.

PRIVACY:

Except where prohibited by law, participation in the Ultimate Charlotte Race Weekend sweepstakes and/or acceptance of a prize constitutes permission for Charlotte Regional Visitors Authority to use the winner's name, photograph, likeness, statement, biographical information, voice and address (city and state) on a worldwide basis and in all forms of media, in perpetuity and without further compensation in connection with this sweepstakes. Entry in the sweepstakes constitutes consent to the transfer of the personal information collected by Charlotte Regional Visitors Authority for the purposes of administering the sweepstakes and for such other purposes to which entrant may consent as outlined herein or on the charlottesgotalot.com/race website. The potential winner may be required to execute and return a Publicity Release. By entering the Ultimate Charlotte Race Weekend sweepstakes you agree to receive marketing information from Charlotte Regional Visitors Authority, and authorize Charlotte Regional Visitors Authority to provide your personal information to all partners participating in the Ultimate Charlotte Race Weekend Sweepstakes. Ultimate Charlotte Race Weekend sweepstakes presented by Charlotte Regional Visitors Authority and the following partners: Charlotte Motor Speedway, NASCAR Hall of Fame, Hilton Garden Inn Uptown, Victory Lane Indoor Karting Center, and Rock Bottom Restaurant and Brewery.

SWEEPSTAKES CONDITIONS:

This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of Charlotte Regional Visitors Authority to waive any right to claim ambiguity in the sweepstakes or these Official Rules. By entering, winners and entrants also agree to release, discharge, indemnify and hold harmless sweepstakes entities and each of their respective officers, directors, employees, agents and representatives, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind, resulting in whole or in part, directly or indirectly, from a) acceptance, possession, misuse or use of any prize or participation in any sweepstakes-related activity or participation in this sweepstakes, b) any malfunction or other problem with the sweepstakes Web page, c) any error in the collection or retention of entry information, or d) any typographical or other error in the printing, offering or announcement of any prize.

LIMITATIONS OF LIABILITY:

Sweepstakes entities are not responsible for incomplete online entries due to system errors or failures or faulty transmissions or other telecommunications malfunctions; and/or entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete or garbled computer or telephone transmissions, typographical or system/human errors and failures, or faulty transmissions, or for any problems or technical malfunction(s) of any telephone network or lines, cable connections, or satellite transmissions, computer online systems, servers or providers, computer equipment, or entries not received by Charlotte Regional Visitors Authority on account of technical problems or traffic congestion on the Internet or at a Web site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate. The sweepstakes entities are also not responsible for any malfunction of the entire sweepstakes Web site or error in the collection, processing or retention of entry information.

TERMINATION/SUSPENSION/MODIFICATION OF SWEEPSTAKES:

If for any reason this Sweepstakes is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Charlotte Regional Visitors Authority which corrupt or affect the administration, security, fairness, integrity, fulfillment or proper conduct of the sweepstakes, Charlotte Regional Visitors Authority reserves the right at its sole discretion to terminate, modify or suspend the sweepstakes and to select the winner by conducting a random drawing from those eligible entries received up to the termination/suspension date.

Charlotte Regional Visitors Authority may also disqualify or prohibit an entrant from participating in the sweepstakes or winning a prize in this or any other promotion conducted, at its sole discretion, if it determines that said entrant has violated the Official Rules or has threatened or is attempting to undermine the legitimate operation of the sweepstakes by cheating, hacking, deception or other unfair playing practices (including the use of automated quick-entry programs), or intending to annoy, abuse, threaten or harass any other entrants. Any attempt by an entrant to deliberately damage the Web site or undermine the legitimate operation of the sweepstakes may be in violation of criminal and civil laws. Should such an attempt be made, Charlotte Regional Visitors Authority reserves the right to seek remedies and damages (including attorney's fees) from any such entrant to the fullest extent of the law, including criminal prosecution.