



THE CARS. THE PEOPLE. THE EXCITEMENT.

2011 CARLISLE EVENTS GIVEAWAY SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

1. **Sponsor:** The Sponsor of the 2011 Carlisle Events Giveaway Sweepstakes (the "Sweepstakes") is Carlisle Productions, Inc., 1000 Bryn Mawr Road, Carlisle, PA 17013 ("Sponsor"), which sponsors annual collector car, truck and motorcycle events at the Carlisle Fairgrounds in Carlisle, Pennsylvania ("Carlisle Events").
2. **Eligibility:** The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia and Canadian residents (except Quebec) who are licensed drivers and are at least 18 years of age (for Canadian residents, over the age of majority) as of April 26, 2011. Void in Guam, Puerto Rico, the U.S. Virgin Islands, and other U.S. territories and possessions and where prohibited by law. Employees of Carlisle Productions, Inc. and its parent companies, subsidiaries, and affiliates, and their respective agents, advertising and promotion agencies, Sweepstakes partners and prize suppliers, and all local sponsors of the Carlisle Events and all of their respective affiliated companies, employees, officers, directors and shareholders ("Related Entities") and the members of their households and their immediate families (spouses, parents, siblings, children and each of their respective spouses) are not eligible. The Sweepstakes is subject to all applicable federal, state/provincial and local laws and regulations.
3. **Entry Period:** Sponsor has selected the following eight (8) 2011 Carlisle Events as Giveaway events ("Giveaway Event(s)"):
 1. 2011 Spring Carlisle, April 27-May 1, 2011;
 2. 2011 Import & Kit Nationals, May 20-22, 2011;
 3. 2011 Carlisle Ford Nationals, June 3-5, 2011;
 4. 2011 Carlisle GM Nationals, June 24-26, 2011;
 5. 2011 Carlisle Chrysler Nationals, July 8-10, 2011;
 6. 2011 Carlisle Bike Fest, July 22-24, 2011;
 7. 2011 Carlisle Truck Nationals, August 5-7, 2011; and
 8. 2011 Corvettes at Carlisle, August 26-28, 2011.

The Sweepstakes entry period begins at 12:00:01 AM Eastern Time ("ET") on April 26, 2011 and ends at 1:59:59 PM ET on August 28, 2011, with individual giveaways ending at specific times on the Saturday and Sundays of Giveaway Events, as set forth below ("Giveaway Day(s)"). Sponsor's clocks are the official time-keeping devices for the Sweepstakes.

1. Sunday, May 1, 2011 at 1:59:59 PM ET ("First Giveaway")
2. Sunday, May 22, 2011 at 1:59:59 PM ET ("Second Giveaway");
3. Saturday, June 4, 2011 at 3:59:59 PM ET ("Third Giveaway");
4. Saturday, June 4, 2011 at 1:59:59 PM ET ("Fourth Giveaway") (the "Coyote Countdown");
5. Sunday, June 5, 2011 at 1:59:59 PM ET ("Fifth Giveaway");
6. Saturday, June 25, 2011 at 3:59:59 PM ET ("Sixth Giveaway");
7. Sunday, June 26, 2011 at 1:59:59 PM ET ("Seventh Giveaway");
8. Saturday, July 9, 2011 at 3:59:59 PM ET ("Eighth Giveaway");
9. Sunday, July 10, 2011 at 1:59:59 PM ET ("Ninth Giveaway");
10. Saturday, July 23, 2011 at 5:59:59 PM ET ("Tenth Giveaway");

11. Sunday, July 24, 2011 at 1:59:59 PM ET ("Eleventh Giveaway");
12. Sunday, August 7, 2011 at 1:59:59 PM ET ("Twelfth Giveaway"); and
13. Sunday, August 28, 2011 at 1:59:59 PM ET ("Thirteenth Giveaway").

* **Coyote Countdown:** Carlisle Events has teamed up with Ford Racing and Kurgan Motorsports of Braselton, Georgia for this unique, onsite Coyote 5.0-liter engine swap. Kurgan will drive a tired-but-still-running 1993 Mustang coupe to the Giveaway Event and then, beginning on Friday, June 3, with the clock counting down, technicians will remove the Fox Body Mustang's original, worn V-8 and replace it with a brand-new Ford Racing "Coyote" 5.0 V-8 crate motor at a special display at the Giveaway Event.

4. **How to Enter:** NO PURCHASE NECESSARY. Two ways to enter all Giveaways, except the Coyote Countdown (see below): (1) Onsite Entry. Individuals who attend a Giveaway Event may enter the Sweepstakes at the Carlisle Events Giveaway kiosk located adjacent to the guest services trailer next to the grandstand (except for the Coyote Countdown Fourth Giveaway, which can only be entered with an Online Entry). Simply type in your first and last name, complete mailing address, email address and home and cellular telephone number (or scan your driver's license to populate the name and address fields) at the kiosk anytime before the deadline on the Giveaway Day at the Giveaway Event, as shown in the schedule above, and automatically be entered to win that day's giveaway. For opening gate times for each Giveaway Event, visit <http://www.carlisleevents.com> ("Website") or review each Giveaway Event publication available onsite. Opening times are subject to change at Sponsor's sole discretion. (2) Online Entry. You may enter the Sweepstakes by logging online to <http://www.carlisleevents.com/giveaways> between 12:00:01 AM ET on April 26, 2011 and the deadline on the Giveaway Day, as shown in the schedule above, selecting and completing the online registration form for the Giveaway Event you wish to enter and clicking "submit." You will be asked to provide your first and last name, complete mailing address, email address and home and cellular telephone number. After you click "submit," you will automatically be entered into the applicable drawing.

Coyote Countdown: Online Entry Only. Entrants to the Coyote Countdown, the Fourth Giveaway, can submit their guess, as to how long the swap will take from start to finish ("finish" shall mean the moment the Mustang moves under its own power following the engine swap), online on the Website. The entry with the closest estimated completion time without exceeding the actual official time that it took to complete the Coyote engine swap will win. Numerical entries must be made in hours and minutes only (no seconds). If there is a tie, the earliest submission with the closest time without exceeding the official time to complete the task is selected as the Fourth Giveaway Grand Prize Winner.

Entry in one Giveaway Event does not constitute entry into any other Giveaway Event. One entry per Giveaway Event per person is allowed. All entries become the sole and exclusive property of Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for technical failures of any kind or for lost, late, damaged, misdirected, illegible, stolen, incomplete, invalid, unintelligible, misdirected, altered, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

5. **Winner Selection/Random Drawing:** During the 2011 Carlisle Events season, a total of thirteen (13) winners will be selected. On the Giveaway Day during each Giveaway Event (except for the Coyote Countdown, see details below), the Grand Prize Winner will be selected in a random drawing from among all eligible Onsite Entries entered at the kiosk up until the deadline on the Giveaway Day, as shown in the schedule above, and all eligible Online Entries for that particular Giveaway Event received between 12:01:00 AM ET on April 26, 2011 and the deadline on the Giveaway Day, as shown in the schedule above. Non-winning entries will not be rolled over into subsequent draws for other Giveaway Events. The random drawing will be conducted by Sponsor, whose decision is final on all matters relating to the Sweepstakes. Odds of winning the prize will depend on the number of eligible entries received for each applicable drawing. Winner need not be present at the Giveaway Event to claim prize.

Coyote Countdown: Grand Prize Winner is based on the Online Entry time estimate submitted for completion of the Coyote swap as compared to the official Fourth Giveaway time clock where the earliest submission with the closest time without exceeding the official time to complete the task is selected as the winner.

6. **Grand Prize:** During the 2011 Carlisle Events season, a total of thirteen (13) prizes will be awarded for a total approximate retail value (ARV) of \$85,328. One (1) Grand Prize Winner will be awarded on the Giveaway Day during each Giveaway Event (except for the Third and Fourth Giveaways where the Grand Prize Winners will be awarded on the same Giveaway Day.) Grand Prizes are as follows -- ALL PRIZE VALUES ARE IN U.S. DOLLARS:

- **First Giveaway Grand Prize** - \$500 cash
- **Second Giveaway Grand Prize** - 1976 Toyota Corolla Lift Back (ARV \$3,690)
- **Third Giveaway Grand Prize** - Coyote 5.0L 412HP DOHC engine (ARV \$6,999). Prize excludes installation or installation kit.
- **Fourth Giveaway (Coyote Countdown) Grand Prize** - \$1,500 in Ford Racing Parts. Winner will be allowed to choose from available Ford Racing Parts, not to exceed \$1,500.
- **Fifth Giveaway Grand Prize** - 1971 Ford Pinto Runabout (ARV \$4,000)
- **Sixth Giveaway Grand Prize** - Chevrolet Small Block V8 (ARV \$7,500)
- **Seventh Giveaway Grand Prize** - 1975 Cosworth Vega (#0171) (ARV \$5,037)
- **Eighth Giveaway Grand Prize** - 1999 Chrysler Sebring (ARV \$5,000)
- **Ninth Giveaway Grand Prize** - 450-inch Big Block Stroker Engine (ARV \$12,000)
- **Tenth Giveaway Grand Prize** - 2010 Kawasaki Ninja 250R Sport (ARV \$4,199)
- **Eleventh Giveaway Grand Prize** - 2011 Harley Davidson XL883N Sportster Iron 883 (ARV \$8,804)
- **Twelfth Giveaway Grand Prize** - 2011 Honda Rancher TRX420FM (4-wheel drive, manual shift) (ARV \$6099)
- **Thirteenth Giveaway Grand Prize** - 1991 Corvette ZR1 (ARV \$20,000)

Sponsor makes no representations as to condition, warranties or guarantees, either expressed or implied, or fitness for a particular use, originality, mileage, or compliance with safety or emissions laws or regulations of the Grand Prizes, and each Grand Prize Winner agrees to accept the Grand Prize "AS IS." All options, accessories, and other specifics of vehicles will be at Sponsor's sole discretion. Grand Prizes cannot be transferred, substituted or redeemed for cash except at Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize, or portions thereof, with a prize of equal or greater value if the designated prize should become unavailable for any reason. No more than the advertised number of prizes will be awarded. Sponsor is not responsible for Winner's limitations that prevent the acceptance or full use of Grand Prize.

Winner is solely responsible for any expense in connection with the receipt or use of the Grand Prize not expressly described in these Official Rules as being awarded including, without limitation, the following: federal, state/provincial or local taxes, including, without limitation, income taxes, auto insurance, title, tags, license, registration, gasoline, destination, delivery or handling charges, and/or other requirements.

Except for the Third, Tenth, Eleventh and Twelfth Giveaway (see below), if Grand Prize Winner is in attendance for the drawing announcement at the Giveaway Event, Winner must take delivery of the Grand Prize on the Giveaway Day or arrange for the delivery to Winner's residence or another location as mutually agreed upon at Winner's sole expense. Sponsor shall not be responsible for delays in delivery of the prize. Sponsor, however, shall use all reasonable efforts, subject to availability, to deliver the Grand Prize within one hundred twenty (120) days after receipt of the winner's Affidavit of Eligibility, Liability and Publicity Release and other requested information.

Third Giveaway Grand Prize. The Third Giveaway Grand Prize will be delivered to the Third Giveaway Grand Prize Winner's residence at Sponsor's sole expense, if Third Giveaway Grand Prize Winner's residence is located in the continental U.S. If Third Giveaway Grand Prize

Winner's residence is located outside the continental U.S., such winner will be charged all applicable delivery charges. All other fees and expenses listed in these Official Rules, including special handling charges at time of delivery, for example, lift-gate service, shall be the Third Giveaway Grand Prize Winner's sole responsibility no matter the location of such winner's residence.

Tenth, Eleventh and Twelfth Giveaway Grand Prizes. The Tenth, Eleventh and Twelfth Giveaway Grand Prize Winners must pick up the Tenth, Eleventh and Twelfth Giveaway Grand Prizes at dealer location(s) listed below or arrange with the dealer for the delivery to Winner's residence or another location as mutually agreed upon at Winner's sole expense. Pick up or delivery date must be coordinated directly with the dealer.

Dealer Locations:

Tenth Giveaway:

Appalachian Harley-Davidson
24 East Main Street, Route 11
New Kingstown, PA 17072

Eleventh Giveaway:

1. Motor-Vation
7042 Wertzville Road
Mechanicsburg, PA 17050
2. Koups Cycle Shop
189 N. Harrisburg Street
Harrisburg, PA 17113

Twelfth Giveaway:

Velocity Cycles
6653 Carlisle Pike,
Mechanicsburg, PA 17050

Winner must be a licensed driver and hold a valid driver's license and will be required to provide proof of insurance in order to take delivery of Grand Prize. If Grand Prize is a motorcycle, Grand Prize Winner must have a valid driver's license which permits operation of a motorcycle in the Grand Prize Winner's state or province of residence. Except as otherwise expressly provided in these Official Rules, all taxes, fees and expenses associated with acquiring, registering and transporting the Grand Prize vehicle are the sole responsibility of the Grand Prize Winner. All federal, state/provincial and local taxes on prizes are the Grand Prize Winner's sole responsibility. U.S. winners will be issued a 1099 tax form for the cash value of the Grand Prize.

7. **Winner Notification/Confirmation.** No potential prize winners are official winners unless Sponsor confirms such. Grand Prize Winners will be announced at the respective Giveaway Event on the respective Giveaway Day. For announcement times for each Giveaway Event, visit the Website or review each Giveaway Event publication available onsite. Announcement times are subject to change at Sponsor's sole discretion. If potential prize winners are not in attendance for their respective drawing at the Giveaway Event, winners will be notified by telephone or e-mail on or about ten (10) days after the Giveaway Day. Each winner will be required to sign and return, where legal, an Affidavit of Eligibility and Liability/Publicity Release at the Giveaway Event or, if winner is not in attendance for the drawing at the Giveaway Event, within seven (7) days of prize notification. Before being awarded their prize, Canadian residents will be required to correctly answer without assistance a time-limited mathematical skill-testing question. In the event the prize notification is returned as undeliverable, any winner rejects his/her prize, a prize is undeliverable, a potential Canadian winner fails to correctly answer the

skill-testing question, or a winner is found to be ineligible or not in compliance with these Official Rules and requirements, such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given.

- 8. General Conditions of Participation:** By entering the Sweepstakes, entrants fully and unconditionally agree to abide by and be bound by these Official Rules and the decisions of Sponsor, which shall be final and legally binding in all matters relating to the Sweepstakes. Sponsor reserves the right to cancel the Sweepstakes or any Giveaway Event at any time. Participation in the Sweepstakes and acceptance of any prize constitutes each winner's permission for Sponsor and Related Entities to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, discovered or devised, including but not limited to the World Wide Web, at any time or times, winner's full name and address, likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by the winner regarding the Sweepstakes or Sponsor for advertising, trade, and promotional purposes without review, approval or notice or additional compensation, except where prohibited by law. By participating, all entrants agree to release and hold harmless Sponsor and Related Entities from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with participation in the Sweepstakes, or from entrant's possession, acceptance and/or use or misuse of any prize or participation in any Sweepstakes-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Entrants who do not comply with these Official Rules or attempt to interfere with this Sweepstakes in any way shall be disqualified.
- 9. Additional Terms.** In case of dispute as to the identity of any online entrant, entry will be declared made by the Authorized Account Holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses for the domain associated with the submitted email address. Any potential winner may be requested to provide Sponsor with proof that such winner is the Authorized Account Holder of the email address associated with the winning entry. The Related Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet, or internet service provider unavailability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes.

If, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole discretion to disqualify any individual who tampers with the entry process and void any entries submitted fraudulently, to modify or suspend the Sweepstakes, or to terminate the Sweepstakes. In such a case, Sponsor may select the winner(s) from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Should the Sweepstakes be terminated prior to any one Giveaway Day, notice will be posted on Sponsor's website, www.carlisleevents.com. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant 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 or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A

VIOlation OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **Release:** Grand Prize Winners will be required to sign an Affidavit of Eligibility and Liability and Publicity Release for the specific prize before prize will be awarded. Failure to comply with this requirement, or failure to claim the prize within the specified time, or if winner is found ineligible or not in compliance with these Official Rules will result in forfeiture of prize and an alternate prospective winner shall be selected. By participating, entrants waive any and all claims against Sponsor and Related Entities, and release and agree to hold harmless Sponsor and Related Entities from any and all liability for any injuries, losses or damages of any kind to persons, including death, and property, costs or expenses, which may occur in connection with the Sweepstakes, or from acceptance, possession, or use/misuse of the prize. Further, entrants acknowledge that Sponsor and Related Entities have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize.
11. **Data Collection.** Except as otherwise stated in these Official Rules, any personal information collected with this Sweepstakes will be used in accordance with Sponsor's Privacy Policy and with any other consent given by an entrant. By entering the Sweepstakes, you agree to Sponsor's Privacy Policy. Any communication or information transmitted to Sponsor by electronic mail or otherwise is and will be treated as non-confidential and non-proprietary. When entering the Sweepstakes, you will be asked whether or not you wish to opt in to receive e-mail from Sponsor. If you choose to opt in, you may opt out of Sponsor's e-mail list at any time by following the opt-out instructions in any such e-mail(s).
12. **Winner's List:** Beginning on October 10, 2011 you may request the name of the "2011 Carlisle Events Giveaway" Grand Prize Winners by mailing a self-addressed stamped envelope to: 2011 Carlisle Events Giveaway, Winner's List, 1000 Bryn Mawr Road, Carlisle, PA 17013. Requests must be received by November 18, 2011. Canadian residents may omit return postage.

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