



Coats RACE FANS SWEEPSTAKES

OFFICIAL RULES

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

The "Coats Race Fans" Sweepstakes (the "Sweepstakes") is intended for legal U.S. residents and shall be construed and evaluated according to U.S. law. By participating in the Sweepstakes, Entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to the Sweepstakes. Winning the Grand Prize (as described below) is contingent upon fulfilling all requirements set forth herein.

SPONSOR/ADMINISTRATOR: The Sweepstakes is sponsored by Hennessy Industries, 1601 JP Hennessy Drive, La Vergne, TN 37086 (the "Sponsor") and administered by American Sweepstakes & Promotion Co., Inc., 300 State St. Suite 402, Rochester, NY 14614 (the "Administrator").

ELIGIBILITY: Entrants must be legal United States residents who (i) have reached the age of majority in their state of residence at the time of entry and (ii) are a verifiable owner or employee of an automotive shop that performs tire service (the "Entrants"). This Sweepstakes is not open to the general public. Employees of the Sponsor, the Administrator, its subsidiaries and affiliated companies, their immediate families (parent, child, sibling or spouse) and/or household members and any other persons or entities associated with this Sweepstakes are ineligible to enter or win the Grand Prize (described below). Void where prohibited/restricted by law.

HOW TO ENTER: The Sweepstakes begins at 12:00:01 a.m. EDT on July 6, 2015, and ends at 11:59:59 p.m. EDT on August 28, 2015 ("Sweepstakes Period"). The Sponsor's database computer is the official time-keeping device for the Sweepstakes. During the Sweepstakes Period, eligible Entrants will automatically receive one (1) Sweepstakes entry by (i) purchasing and (ii) fully installing at least one (1) of the following Qualifying Products ("Qualifying Product") during the Promotional Period:

WHEEL BALANCERS

775
1100
1150
V200

TIRE CHANGERS

RC-45
RC-55
50X-1
70X-1
70X-3
70X-L
GTS-60
GTS-70
90X

***NOTE #1:** A Qualifying Product must be both purchased and installed during the Sweepstakes Period in order for the Entrant to obtain a Sweepstakes entry.

***NOTE #2:** An Entrant will automatically receive two (2) Sweepstakes entries for a purchase/installation made/completed in the month of July and one (1) Sweepstakes entry for a purchase/installation made/completed in the month of August.

Eligible Entrants also have the option to obtain a Sweepstakes entry via mail by legible hand-printing, on a 3"x 5" card or paper, their full name, complete mailing address, phone number, and e-mail address, and mailing the card in an envelope, with proper postage affixed, to: "AMMCOATS Race" Sweepstakes, 90 Rockwood Place, Rochester, NY 14610. All entries must be postmarked by August 28, 2015, and received by September 2.

***NOTE #3:** An Entrant will automatically receive two (2) Sweepstakes entries for a submitted mail entry postmarked in the month of July and one (1) Sweepstakes entry for a submitted mail entry postmarked in the month of August.

Proof of submission of an entry is not considered proof of delivery to or receipt by Sponsor. The Sponsor is not responsible for: (a) lost, late, damaged, illegible, incomplete, delayed, undelivered, postage-due, or misdirected entries or mail. All incomplete or non-conforming entries will be disqualified. All entries become the exclusive property of Sponsor and will not be acknowledged or returned except as provided herein.

GENERAL CONDITIONS: If for any reason the operation or administration of this Sweepstakes is impaired or incapable of running as planned for any reason, including but not limited to (a) tampering, unauthorized intervention, (b) fraud, (c) technical failures, or (d) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the Grand Prize (defined below) using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes; or (b) acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

CAUTION: ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Sweepstakes, Entrants agree to release and hold harmless the Sponsor, the Administrator, their respective parents, subsidiaries, affiliates, advertising and promotional agencies (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of the Grand Prize (defined below), including, but not limited to: (a) any technical errors that may prevent an Entrant from submitting an entry; (b) unauthorized human intervention in the Sweepstakes; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; or (e) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes or receipt of the Grand Prize (below). Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

DRAWING AND NOTIFICATION: The Grand Prize drawing will be conducted by the Administrator (as listed above), an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. The Grand Prize drawing will be conducted on or about September 5, 2015. Odds of winning the Grand Prize will depend on the total number of eligible entries received throughout the Sweepstakes Period. The potential Grand Prize Winner will be notified by the Administrator via phone, email, and/or a USPS mail package.

GRAND PRIZE & PRIZE CONDITIONS: There will be one (1) Grand Prize awarded following the conclusion of the Sweepstakes Period. The Grand Prize Winner (“Grand Prize Winner” or “Winner”), upon the Administrator’s confirmation of eligibility, will win a trip for two (2) people to attend a 2015 NASCAR race of the Winner’s choice (“Grand Prize” or “Prize”). The Winner can select their trip to one (1) of the following events:

DATE	RACE
Sun, Sep 27 2:00 PM ET	NASCAR Sprint Cup Series at New Hampshire <i>New Hampshire Motor Speedway</i>
Sun, Oct 4 2:30 PM ET	NASCAR Sprint Cup Series at Dover <i>Dover International Speedway</i>
Sat, Oct 10 7:00 PM ET	NASCAR Sprint Cup Series at Charlotte <i>Charlotte Motor Speedway</i>
Sun, Oct 18 2:15 PM ET	NASCAR Sprint Cup Series at Kansas <i>Kansas Speedway</i>
Sun, Oct 25 2:30 PM ET	NASCAR Sprint Cup Series at Talladega <i>Talladega Superspeedway</i>
Sun, Nov 1 1:15 PM ET	NASCAR Sprint Cup Series at Martinsville <i>Martinsville Speedway</i>
Sun, Nov 8 2:00 PM ET	NASCAR Sprint Cup Series at Texas <i>Texas Motor Speedway</i>
Sun, Nov 15 2:30 PM ET	NASCAR Sprint Cup Series at Phoenix <i>Phoenix International Raceway</i>
Sun, Nov 22 3:00 PM ET	NASCAR Sprint Cup Series at Miami <i>Homestead-Miami Speedway</i>

The Grand Prize package includes: (a) two (2) roundtrip standard economy airfare tickets from a major commercial airport in the United States, near the winner’s primary residence and the event location, as determined by Sponsor (Sponsor reserves the right to substitute ground transportation for air transportation if winner resides within 150 miles of the Location); (b) hotel accommodations for two (2) nights (one double occupancy room and room tax only), and (c) two (2) tickets to the NASCAR race of the Winner’s choice. The Approximate Retail Value (“ARV”) of the total prize package is \$2,470 which will vary depending upon points of departure and destination and seasonal fluctuation of hotel rates and airfares. All other expenses not specifically mentioned herein, including but not limited to, airport taxes and fees, baggage fees, ground transportation not specifically delineated, food, beverages, additional hotel amenities or fees and gratuities, are the responsibility of the Grand Prize Winner and traveling companion. Sponsor is not responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air transportation carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations necessitated by same. Sponsors shall not be liable for any loss or damage

to baggage and/or personal property. All travel dates are subject to change in Sponsors' sole discretion. If actual value of prize is lower than the stated ARV when prize is procured and fulfilled, then the difference will not be awarded. Travel, hotel and other accommodations are subject to availability. Travel companion must be 18 years of age or older. The Grand Prize Winner and traveling companion must travel on same itinerary. Certain blackout dates and material restrictions may apply. No substitution, assignment or transfer of the Prize is permitted, except by Sponsor, who reserves the right to substitute the Prize or any Prize component with another of comparable or greater value.

By accepting the Grand Prize, the Winner agrees to release and hold harmless the Released Parties from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of the Grand Prize. The potential Grand Prize Winner will be notified by home-delivered mail, phone, and/or email, and must sign and return to the Administrator, within seven (7) days of the date of notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. The Grand Prize Winner's travel companion must also execute and return a Travel Companion Waiver. Note: The Affidavit sent to the potential Winner will require that the Winner provide their Social Security Number to the Administrator, which will be used solely for tax reporting purposes. The Winner will be responsible for all local, state, and federal taxes associated with the receipt of their Prize. The Winner must note that the value of the accepted Prize is taxable as income and an IRS Form 1099 will be filed in the name of the Winner for the value of the Prize and the Winner is solely responsible for all matters relating to the prize after it is awarded. If a Prize or Prize notification is returned as unclaimed or undeliverable to the potential Prize Winner, if the potential Prize Winner cannot be reached within three (3) business days from the first notification attempt, or if the potential Prize Winner fails to return requisite document(s) within the specified time period, or if potential Prize Winner is not in compliance with these Official Rules, then such person shall be disqualified and, at Sponsor's sole discretion, an alternate Prize Winner may be selected.

By accepting the Grand Prize, where permitted by law, the Winner grants to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the Winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification.

IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES.

By participating, Entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property **AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY** that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize. The Grand Prize Winner also acknowledges that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prizes.

USE OF DATA: All information submitted by Entrants will be treated according to Sponsor's privacy policy, available at <http://www.ammcoats.com/privacy-policy/>. By participating in the Sweepstakes and providing any applicable contact information, Entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

DISPUTES: Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Tennessee. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, 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 (whether of the State of Tennessee or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Tennessee.

WINNERS LIST REQUEST: To request confirmation of the name, city, and state of residence of the Grand Prize Winner, please send a self-addressed, stamped business size envelope, by October 31, 2015, to: ASC/Hennessy Industries "Race" Sweepstakes Winners List Request, 300 State St., Suite 402, Rochester, NY 14614.

The Sweepstakes is in no way sponsored or endorsed by NASCAR.



**GOOD LUCK,
RACE FANS!**

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The background of the lower half of the page is a photograph of a race track at night. The track is illuminated by bright lights, and several race cars are visible on the track. A chain-link fence runs along the edge of the track in the foreground. The overall scene is dark, with the lights creating a high-contrast, energetic atmosphere.