

**The Pocono Raceway**  
**“Sunoco Red Cross Ultimate Fan Experience” Sweepstakes**

**OFFICIAL RULES**

NO PURCHASE OR DONATION NECESSARY. A PURCHASE OR DONATION WILL NOT INCREASE YOUR CHANCE OF WINNING.

**TIMING:** The Sweepstakes begins on June 9, 2010 at 12:01AM Eastern Time (ET) and ends on July 16, 2010 at 11:59PM ET.

**ELIGIBILITY:** The “Sunoco Red Cross Ultimate Fan Experience” Sweepstakes (the "Sweepstakes") is open only to: (a) legal residents of the fifty (50) United States, the District of Columbia or Canada (excluding Quebec); (b) entrants who are twenty-one (21) years of age or older at the time of entry; and (c) those who have had Internet access as of the first date of the Sweepstakes. Employees of the Sponsor, Sunoco, Inc. (R&M), The American Red Cross, their affiliates, retailers, advertising & promotion agencies, as well as any other entity, or individual, directly associated with this promotion, and the immediate family members (spouse, parents, siblings and children) and/or household members of these entities, are not eligible to participate. All federal, state/provincial and local laws and regulations apply.

**HOW TO ENTER:** There are three ways to enter: 1) Go to [www.poconoraceway.com/ultimatefanexperience](http://www.poconoraceway.com/ultimatefanexperience), follow the links to the ‘Promotions’ page and enter the promotional code REDCROSS, purchase at least one (1) Red Cross ticket package to the 2010 Sunoco Red Cross Pennsylvania 500 (the “Race”), and complete the ticket purchase checkout process to be automatically entered. Participant will receive one (1) entry for each transaction regardless of the number of ticket packages purchased in an eligible transaction; 2) Go to [www.poconoraceway.com/tickets](http://www.poconoraceway.com/tickets), click on the “Buy Tickets” link, click on the “Red Cross Donations” link, select a donation of at least \$10, and complete the donation checkout process to be automatically entered. Participant will receive one (1) entry for each transaction regardless of the number donations made, or the amount of any donation, in an eligible transaction; or 3) To enter without making a purchase or donation, send a postcard including your full name, address, city, state/province, zip/postal code, and a phone number where you can be reached during the day to: Pocono Raceway “Sunoco Red Cross Ultimate Fan Experience” Sweepstakes, 625 Panorama Trail, Bldg. 2 Suite 100, Rochester, NY 14625. Mailed entries must be postmarked by July 16, 2010 and received by 12:00 PM ET on July 22, 2010.

Limit: One (1) entry per person per day during the Promotion Period regardless of the means of entry. Any additional entries by an individual will be void.

Entries become property of Sponsor and will not be returned. Automated entries are prohibited, and any use of such automated devices will cause disqualification. Sponsor

and its advertising and promotions agencies are not responsible for lost, late, illegible, misdirected or stolen entries or transmissions, or problems of any kind whether mechanical, human or electronic.

**PRIZE: Grand Prize:** There is one (1) Grand Prize of an Ultimate Fan Experience. Each Grand Prize includes: A trip for two to the NASCAR Sprint Cup Awards Banquet, including two (2) tickets to the NASCAR Sprint Cup Awards Banquet in Las Vegas, \$1,000 airline voucher, \$500 spending money, and two (2) nights double-occupancy hotel accommodations; Winner will wave the green flag to start the 2010 Sunoco Red Cross Pennsylvania 500 (the "Race"); Winner will be on stage during driver introductions at the Race; Winner will attend the Drivers' Meeting; Four (4) Sky Box tickets to the Race; Four (4) Pit Passes to the Race; and winner will ride in Pace Car Lap at the Race. All prize events must be attended on dates as determined by Sponsor. If winner is unable to travel on specified dates, prize will be forfeit and an alternate winner may be selected. Prize components for the Race may not be utilized by more than four (4) individuals, including Grand Prize winner. All other expenses, including, but not limited to, transportation to/from Pocono Raceway, costs of airfare above the value of the airline voucher, any meals and beverages, gratuities, and all other charges or costs associated with the use of the prize, and any documentation required for travel, are the sole responsibility of the winner to pay. Other restrictions may apply.

**Approximate Retail Value of Grand Prize: \$3,700.**

**PRIZE CONDITIONS:** No substitution or transfer of any portion of Prize permitted, except that the Sponsor reserves the right to substitute a prize of equal or greater value in the event that Prize is unavailable. There is no cash substitute for the prize. Federal, state and local taxes are the responsibility of the winner. An IRS Form 1109-MISC will be issued to the Grand Prize winner for the Retail Value of the prize for the 2010 tax year. Winner and guest must travel on the same itinerary. Hotel accommodations will be booked by an agent of the Sponsor.

**GRAND PRIZE DRAWING AND NOTIFICATION:** Grand Prize winner will be determined in a random drawing, from among all eligible entries received, to be held on or about 1:00 PM ET on July 23, 2010 by US Sweepstakes & Fulfillment Co., an Independent Sweepstakes Administrator whose decisions are final on all matters relating to this Sweepstakes. Odds of winning will depend on the number of eligible entries received. Grand Prize winner will be notified by phone and/or email, and confirmed in writing via mail or other form of home delivery. Winner will be required to sign an Affidavit of Eligibility, a Liability Release, and, except where prohibited by law, a Publicity Release, within **five (5) days** after notification is mailed. Failure to return these documents within the required time period may result in disqualification and selection of an alternate Grand Prize winner. If selected Grand Prize winner is a Canadian resident, winner will also be required to correctly answer without assistance of any kind whatsoever, mechanical or otherwise, a mathematical skill-testing question before being declared a winner. Grand Prize winner's guest(s) must be twenty-one (21) years of age or

older and will be required to sign a Liability Release and, except where prohibited by law, a Publicity Release, prior to date of the Race and Awards Banquet.

**LIMITATION AGAINST LIABILITY:** Winner agrees that (except where prohibited) Sponsor may use winner's name, picture, portrait, likeness and voice for advertising and promotional purposes without further compensation. Sponsor, Sunoco, Inc. (R&M) and its parent Sunoco, Inc., The American Red Cross, their promotional and advertising agencies, their affiliates and subsidiaries, and their respective officers, directors, employees, representatives and agents shall have no liability and shall be held harmless by Winner for any damage, loss or liability to person or property, due in whole or part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize or participation in this Sweepstakes. Any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorney's fees. Sponsor reserves the right, in its sole discretion, to cancel or suspend part or all of this Sweepstakes should virus, bugs, non-authorized human intervention or other causes beyond the control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Sweepstakes. In such event, Sponsor may award the prizes in a random drawing from all eligible entries received up to the date of cancellation or suspension. Sponsor and its promotion and advertising agencies are not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by the Sponsor, users or by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit a participant's ability to participate in the promotion. 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's representatives. Subject to federal, state/provincial, and local laws.

**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR 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.**

**DIRECT MARKETING:** By entering the Promotion, Entrants acknowledge that the Sponsor collects personal information about users when registering for the Sweepstakes. All opt-in subscribers may receive various marketing or other information from the

Sponsor regarding their products or services. Entrant may discontinue receiving the promotional emails at any time by unsubscribing from the link in the email.

**OFFICIAL RULES REQUEST:** For a hard-copy of the complete Official Rules, send a self-addressed, stamped #10 envelope (postmarked no later than 07/16/10) to: “Sunoco Red Cross Ultimate Fan Experience” Sweepstakes Official Rules Request, PO Box 25497, Rochester, NY 14625.

**WINNER LIST:** For the name and city/state of residence of the Grand Prize winner send a self-addressed, stamped, #10 envelope (no later than 08/23/10) to: “Sunoco Red Cross Ultimate Fan Experience” Sweepstakes Winner Confirmation Request, PO Box 25497, Rochester, NY 14625.

**INDEPENDENT SWEEPSTAKES ADMINISTRATOR:** This Sweepstakes is being administered by The US Sweepstakes & Fulfillment Co., 625 Panorama Trail (Building 2, Suite #100), Rochester, NY 14625, whose decisions will be considered final in all matters related to the conduct of this promotion.

**SPONSOR:** Pocono Raceway, PO BOX 500, Long Pond Rd., Long Pond, PA 18334.

**VOID WHEREVER RESTRICTED OR PROHIBITED BY LAW.** Sunoco, Inc. (R&M) is not a sponsor of this sweepstakes.