

## NASCAR Heat 2 Speedway Motorsports, Inc. \$50 Ticket-Coupon Promotion PROGRAM TERMS AND CONDITIONS

**1. Eligibility:** NASCAR Heat 2 Speedway Motorsports, Inc. \$50 Ticket-Coupon Promotion (the "Program") is open to legal residents of the fifty (50) United States (including D.C.), eighteen (18) years old or older at the time of entry. Void where prohibited.

**2. Timing:** Program begins on September 12, 2017 at 12:00 a.m. Eastern Time ("ET"), ends on August 3, 2018 at 11:59 p.m. ET (the "Program Period"), and consists of two (2) phases (each a "Phase") as outlined below:

Phase	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET
Make a Qualifying Purchase ("Purchase Phase")	September 12, 2017	July 31, 2018
Complete Redemption on Website ("Redemption Phase")	September 12, 2017	August 3, 2018

Administrator's computer is the official time-keeping device for the Program.

**3. How to Receive Offer:** During the Purchase Phase, visit Amazon.com, Best Buy, bestbuy.com, GameStop, gamestop.com, Target, target.com, Walmart or Walmart.com and purchase a retail boxed version of NASCAR Heat 2. Open the package and locate the insert. The insert will include a unique offer code. Then, during the Redemption Phase, visit <http://nascarheatsmiticket.com/> (the "Website") and follow the instructions to complete and submit the registration form including a valid email address, contact phone number and the unique offer code. You will be contacted within 7-10 business days of completing the online registration form by a representative of Speedway Motorsports, Inc. to complete the redemption process. You will receive up to \$50 off one (1) NASCAR National Series event ticket (either NASCAR Camping World Truck Series, NASCAR XFINITY Series, or Monster Energy NASCAR Cup Series) at a Speedway Motorsports, Inc. facility during the remainder of the 2017 NASCAR Season or during the 2018 NASCAR Season (the "Offer"). **Participant must redeem Offer via the Website during the Program Period.** Limit: One (1) Offer per household during the Program Period. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than one (1) Offer per household by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's Offer and that participant may be disqualified. Offer is valid for new purchases only. Offer is not valid on previously purchased tickets. Offer may not be used on multiple tickets or events. No cash back or account credit will be issued for unused portion of \$50 discount. Offer may not be redeemed in person at a Speedway Motorsports, Inc. facility.

**4. Sponsor:** 704 Games Company, 550 South Caldwell Street Charlotte, NC 28202.  
**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**5. Release:** By receipt of the Offer, participant agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and offer suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Program or receipt or use or misuse of the Offer.

**6. Publicity:** Except where prohibited, participation in the Program constitutes recipient's consent to Sponsor's and its agents' use of recipient's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**7. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Program, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Program, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the registration process or the operation of the Program or to be acting in violation of these Terms and Conditions or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Program may be a violation of criminal and civil law, 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. Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision.

**8. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by participants, printing errors or by any of the equipment or programming associated with or utilized in the Program; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the registration process or the Program; (4) technical or human error which may occur in the administration of the Offer or the processing of registrations; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participation in the Program or receipt or use or misuse of any Offer.

**9. Disputes:** Except where prohibited, participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Program or any Offer awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Program, but in no event attorneys' fees; and (3) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the participant and Sponsor in connection with the Program, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**10. Participant's Personal Information:** Information collected from participation is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://704games.com/privacy-policy/>.

© 2017 HelloWorld, Inc. All rights reserved.