

2/12/2010

Fas Mart & Bristol Motor Speedway “Ultimate Race Fan Experience” Sweepstakes

Regions: Blue Ridge Region
Markets: Blue Ridge

Raceway: Bristol Motor Speedway®
Nameplate: Fas Mart

Official Rules
No Purchase Necessary

Start Date: February 19th, 2010 at 12:01 AM EST
End Date: March 13th, 2010 at 11:59 PM EST

ELIGIBILITY: This giveaway is open only to legal residents of Blue Ridge Fas Mart markets, including cities of: St Paul, Coeburn, Castlewood, Lebanon, Bristol, Abingdon, Gray, Marion, Glad Spring, Norton, Pennington Gap, Big Stone Gap, Wise, Appalachia, Clintwood, Pound, Haysi, Richlands, Cedar Bluff, Honaker, Pounding Mill, Tazewell, Rosedale, Gate City, Weber City, Kingsport, TN and Roan Mountain, TN who are 18 years of age or older at time of registration and who have an active FastBack Rewards Tag. Employees of GPM Investments, LLC, Bristol Motor Speedway, Inc., their respective parent companies, subsidiaries, or affiliates and their respective advertising and promotional agencies are not eligible. Void and prohibited where restricted by law.

TO ENTER: To enter the Fas Mart & Bristol Motor Speedway “Ultimate Race Fan Experience” Sweepstakes visit any participating Fas Mart in the eligible cities during the promotional period and present your FastBack Rewards tag to the cashier in the store. One entry will be earned for each scan. No purchase is necessary, and purchases will not increase the chance of winning.

In lieu of entering by signing up for the FastBack Rewards Program, you may also enter simply by handprinting your name, complete address (including city, state and zip code), day and evening phone numbers, age, e-mail address and FastBack Rewards Card number on a single 3” X 5” card (the “Mail-In Entry”) and mailing it to: Fas Mart Bristol Motor Speedway Ultimate Race Fan Experience Sweepstakes , GPM Investments, LLC, 8565 Magellan Parkway, Suite 400, Richmond, Virginia 23227, Attn: L. Meidinger. No purchase or use of a FastBack Rewards Card is necessary to enter by mail. Customers are limited to one (1) mail-in entry per FastBack Rewards Card and only one Mail-In Entry per envelope. Only original hand printed mail-in entries are eligible. Mechanically reproduced mail-in entries will not be accepted. Each mail-in entry must be placed in a separate outer mailing envelope. Any mail-in entry received in excess of the one request

per FastBack Rewards Card or household and/or the one request per envelope will not be entered into the drawing. All mail-in entries must be postmarked by March 12, 2010 and received by midnight on March 12, 2010 in order to be eligible. All mail-in entries become the exclusive property of Sponsor and will not necessarily be acknowledged or returned.

Sponsor is not responsible for any human error or technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof.

Sponsor reserves the right in its sole discretion to disqualify any individual who is suspected of tampering with the entry process. In the event of a dispute regarding any entry, the entry will be deemed made by the authorized account holder of the FastBack Rewards Tag scanned at the time of entry. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Sweepstakes or disqualify entrant if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes as determined by Sponsor, in its sole discretion.

PRIZES:

Grand Prize: (1 Winner)

- 2 Bristol Club Public Suite tickets for both Nationwide & Sprint Cup races
- 2 Pit Passes
- 2 pre-race passes for Cup day
- Parking passes for both 3/20/10 and 3/21/2010
- Scanner rental
- 2 jackets and hats of your favorite driver
- Meet & Greet with Cup driver in Bristol Club on Cup day
- Garage Tour

First Prize: (1 winner)

- 2 tickets for Sprint Cup race
- 2 Pit Passes
- 2 pre-race passes for Cup day
- Scanner rental
- 2 jackets and hats of your favorite driver
- Garage Tour

Second Prize: (5 Winners)

- 2 tickets to Sprint Cup Race (10 Total Tickets)

Third Prize: (10 winners)

- 2 tickets for Nationwide race (20 Total Tickets)

Fourth Prize: (10 winners)

- 2 tickets for Ford Fan Friday (20 Total Tickets)

All prize details not specified herein will be at the sole discretion of the Sponsor. Fees, taxes (if any) and expenses not stated within prize description including travel to and from racetrack will be the sole responsibility of the winner. In order to claim prize, additional releases and/or waivers of liability required by Bristol Motor Speedway and/or any applicable sanctioning body shall also be required as applicable. Pit access is subject to the rules and regulations of Bristol Motor Speedway and any applicable sanctioning body.

WINNER SELECTION: Winners will be selected randomly from among all FastBack Rewards Card scans in all participating Fas Mart locations between February 19th and March 12th, 2010. Potential winners will be called at the phone number listed on their FastBack Rewards account between the hours of 8:30am and 5:30pm EST to advise them of the prize they are eligible for, to verify their FastBack Rewards Tag Number and mailing address. FastBack Rewards Card application must be complete or entry associated with Rewards Card will be void. If the FastBack Rewards holder is not able to be reached within this time period, entry will become void and an alternate winner will be drawn and notified. All winners will be instructed to be at a Fas Mart location (TBD) for the grand finale. All winners will be furnished with a numbered key at random by picking them out of a hat. The number on the key will determine which prize you have won.

GENERAL RULES: By entering, all entrants agree to be bound by the Official Rules. All prizes are non-transferrable. No cash substitutions permitted, except by Sponsor, who reserves the right in its sole discretion to substitute a prize of comparable or greater value in the event prize cannot be awarded as stated. No solicitation of prize permitted. Tickets/Passes are only for races/events stated on specific date(s) and time(s). Sponsor will not replace any lost or stolen tickets or certificates. All details not specified herein are at the sole discretion of Sponsor. All prizes are awarded with no warranty or guarantee, either express or implied. Winners are responsible for all expenses not specified herein, including any taxes. Limit one prize per family/household. Potential winners may be required to provide Sponsor with proof that the potential winner is the authorized account holder of the FastBack Rewards Tag associated with the winning scan.

Acceptance of prize constitutes agreement by winner (i) to release and hold harmless Sponsor, Bristol Motor Speedway and their respective parent companies, subsidiaries and affiliated companies and their respective shareholders, officers, directors, employees,

agents and assigns from and against any and all claims, injury or damage caused or claimed to be caused out of participation in this Sweepstakes and/or use/misuse or redemption of the prize; (ii) to be bound by these Official Rules; and (iii) to grant permission (except where prohibited by law) for Sponsor to use winner's name, prize won, hometown, likeness and/or comment about winning for purposes of in-line posting, advertising, promotion and publicity in any media without additional notice or compensation. Sponsor is not liable for injuries, losses or damages arising out of any person's participation in the Sweepstakes or the acceptance and use of any prize including travel related thereto. Sponsor is not responsible for acts of God or events beyond its control, such as weather, strikes, or other force majeure events. All federal, state and local laws and regulations apply.

Except where prohibited, each entrant agrees that: (1) 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 state or federal courts situated in Richmond, Virginia, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. Virginia law, without reference to Virginia's choice of law rules, governs the Sweepstakes and all aspects related thereto

For a list of winners, please visit www.FasMart.com after 3/14/10. List will be posted for a limited time only.

Sponsor: GPM Investments, LLC dba Fas Mart/Shore Stop, 8565 Magellan Parkway, Suite 400, Richmond, VA 23227