

NO PURCHASE NECESSARY TO ENTER, PARTICIPATE OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU MUST BE AT LEAST 18 YEARS OLD (19+ IN AL AND NE) TO PARTICIPATE. VOID WHERE PROHIBITED BY LAW.

ENTRY PERIOD. The Ultimate Ricky vs. Trevor Duel At Daytona (the "Contest") begins at 6 p.m. Eastern Time ("ET") on February 21, 2012 and ends at 12 p.m. ET on February 26, 2012 (the "Entry Period").

SPONSOR. Lionel NASCAR Collectables, LLC 171 Madison Avenue, New York, NY 10016 (the "Contest Provider").

ELIGIBILITY. The Contest is open to legal residents of the United States, who are eighteen (18) years or older (except residents of AL and NE must be at least nineteen 19 years old) at the time of entry and have internet access. Void where prohibited by law. Employees, directors, officers, agents, representatives, successors, assignees and their immediate family members (including spouses, siblings, parents and children) and household members (whether related or not) of Contest Provider, NASCAR, Inc., Roush Fenway Racing, LLC, Trevor Bayne, Ricky Stenhouse Jr. or any of their respective parent companies, subsidiaries, distributors, affiliates, advertising agencies and other promotional companies involved in this Contest (collectively, the "Contest Partners") shall be ineligible to participate in the Contest and shall be ineligible for any prize covered herein.

HOW TO ENTER. To enter, register during the Entry Period on www.duelatdaytona.com and confirm your entry by clicking the submit button at the bottom of the page. Follow all additional instructions listed on that page, observing all posted deadlines. All entries must be received prior to the end of the Entry Period. Only those entries actually received during the Entry Period will be entered in the random drawing as set forth in the "WINNER SELECTION" section below. All times are measured by Contest Provider's clock. Proof of sending is not proof of receipt; screen shots or confirming e-mails will not be accepted as proof of receipt. **LIMIT ONE ENTRY PER PERSON.** All entries become the property of the Contest Provider and will not be acknowledged or returned. Contest Provider and the Contest Partners are not responsible for lost, late, misdirected, or illegible entries or for any computer, online, telephone or technical malfunctions that may occur. Entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet Access provider, on-line service provider, or other organization (e.g., business, educational institution etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Multiple entries by the same person using one or more email accounts will result in disqualification. No mechanically or electronically reproduced entries will be accepted. All entries must be submitted from a valid email account that may be identified by reverse domain name search. Potential winner may be requested to provide Contest Provider with proof that the potential winner is the authorized account holder of the email address associated with the winning entry.

WINNER SELECTION AND PRIZE. If Trevor Bayne or Ricky Stenhouse Jr. finishes in first place at the 2012 NASCAR Sprint Cup Daytona 500 on Sunday, February 26, 2012 (the "Race"), one (1) entrant will be selected by random drawing, to be held on March 19, 2012, from among all eligible entrants to win \$100,000 (the "Prize"). Winner will be notified by email, phone, U.S. mail and/or overnight courier on or near March 26, 2012. If a winner is unreachable after 10 days, such selected winner will forfeit the Prize and Contest Provider will select an alternate winner by random drawing from among all remaining eligible entries. Contest Provider and the Contest Partners shall not be liable if the Prize is declined or undeliverable. Potential winners must execute, notarize, and return an Affidavit of Eligibility/Prize Acceptance Form/Release of liability within 10 days of notification. Noncompliance within this time period will result in disqualification and an alternate winner will be selected as described above. The winner will be announced on Contest Provider's website within thirty (30) days of the Prize drawing.

ODDS Your odds of winning are affected by the number of qualified entries received, number of drivers in the Race, and relative skill of the drivers in the Race.

PRIZE CONDITIONS. The Prize is non-assignable and non-transferrable. As a condition to receiving the Prize, the eligible entrant selected by random drawing as described above will be required to provide Contest Provider with his/her social security number for tax reporting purposes as Contest Provider will file an IRS form 1099 with the Internal Revenue Service for the fair market value of the Prize. **Any applicable federal, state or local taxes are the sole responsibility of the Prize winner.**

USE OF CONTEST INFORMATION. Contest Provider reserves the right to use any and all information related to the Contest, including information on entrants obtained through the Contest, for marketing

purposes or any other purpose, unless prohibited by law. Entrants further grant to Contest Provider the right to use and publish their proper name and state online and in print, or any other media, in connection with the Contest. Names and likenesses of Contest winner(s) may be used by Contest Provider and Contest Provider's designee(s) for promotional purposes without further compensation (except where prohibited by law) to the Contest winner(s).

CONDUCT. By entering the Contest, you agree to be bound by these Official Rules. Winning a prize is contingent upon fulfilling all of the requirements set forth herein. The Official Rules will be posted at the Contest website throughout the Entry Period. Entrants further agree to be bound by the decisions of the Contest Provider which shall be final and binding in all respects. Contest Provider reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the game or website; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. You agree that in the use of the Contest -- including but not limited to chat areas, and the registration of usernames or group names -- you will not use obscene, libelous or slanderous language, or language which infringes upon a third party's trademark, trade name or other intellectual property right or right to privacy. You agree to indemnify and hold harmless Contest Provider, the Contest Entities and their respective parents, subsidiaries, affiliates, directors, sponsors, officers, consultants, agents, and employees against and from all claims, damages liabilities, costs and expenses asserted by third parties alleging that the Contest includes obscenity, libel, slander, or infringes upon the third party's intellectual property or privacy rights, as a direct result of your actions in the use of the Contest. You further agree to not knowingly: damage or cause interruption of the Contest; prevent others from using the Contest; obtain or modify another user's non-public account information without their consent. CAUTION: ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GAME IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, CONTEST PROVIDERS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH CONTESTANT TO THE FULLEST EXTENT PERMITTED BY LAW.

RELEASE AND LIMITATIONS OF LIABILITY. By entering the Contest, each entrant releases and holds harmless Contest Provider, the Contest Entities, and their respective parents, subsidiaries, affiliates, directors, officers, managers, employees, independent contractors, agents, representatives, successors and assigns (collectively, the "Released Entities") from any and all liability whatsoever in connection with this Contest or receipt of any prize, including without limitation any and all claims, costs, injuries, losses, damages, demands or actions of any kind (including without limitation personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light) (collectively, the "Claims"). Winners assume liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any prize. Contest Provider and the Contest Entities are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest. Contest Provider and the Contest Entities assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or authorized access to, or alteration of, entries. Contest Provider and the Contest Entities are not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials in the Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Contest Provider which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Contest Provider reserves the right to cancel, terminate, modify or suspend the Contest.

RULES / WINNERS LIST. Official Rules and a Winners List may be obtained by sending a self-addressed, stamped #10 envelope to Lionel NASCAR Collectables, LLC 171 Madison Avenue, New York, NY 10016. Indicate "Rules Request" or "Winners List" on the outside of the envelope as applicable. Limit one (1) request per envelope. Winners List available after April 1, 2012. Requests for Winner's List must be received prior to June 1, 2012.

INTELLECTUAL PROPERTY. The Contest and all of the related pages, contents and code are copyright © Lionel NASCAR Collectables, LLC. The Roush Fenway Racing trademarks and the Ricky Stenhouse Jr. and Trevor Bayne name/likeness and related trademarks are used with the permission of Roush Fenway Racing, LLC.

GENERAL CONDITIONS. The Contest is governed by the laws of the State of New York and the United States. All federal, state and local laws and regulations apply. With the exception of Contest Provider, the Contest Partners, including Roush Fenway Racing, LLC, Trevor Bayne and Ricky Stenhouse Jr., have not sponsored or offered this Contest in any way, and such Contest Partners will not have any liability or obligation relative to the Contest.