

Taco Bell® Beefy Nacho Burrito Sweepstakes Official Rules and Regulations

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Taco Bell® Beefy Nacho Burrito Sweepstakes (the "Promotion") is open only to legal residents of Tennessee, Virginia, Kentucky and North Carolina who are at least eighteen (18) years old at the time of entry. Employees of Taco Bell®, Pepsi, Bristol Motor Speedway, and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Subject to all applicable federal, state and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and a prize for completion of a punch card (the "Card Prize").

2. Sponsor and Administrator: Bristol Motor Speedway, LLC is the Sponsor and the Administrator.

3. Timing: The Promotion begins on May 24, 2012 at 12:00 a.m. Eastern Time ("ET") and ends on July 5, 2012 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time keeping device for this Promotion.

4. How to Enter: During the Promotion Period, customers can visit Bristol Dragway on Thursday, May 24, 2012 during Taco Bell® Street Fights to get a punch card. Customers may complete the information on the back of the punch card and return it to Bristol Dragway during any Taco Bell® Street Fights event on or before July 5, 2012 to be entered into the drawing for the Grand Prize. Customers who purchase a Taco Bell® Beefy Nacho Burrito Combo or Beefy Nacho Burrito Box will receive one (1) punch on their card for each Beefy Nacho Burrito Combo or Beefy Nacho Burrito Box purchased during the Promotion Period at any of the following Tri-Cities, Tennessee/Virginia area Taco Bell® locations. Customers who receive five (5) punches to their cards can turn them in at Bristol Dragway during any Taco Bell® Street Fights Event held on or before July 5, 2012 and receive a Pepsi koozi and be automatically entered to win the Grand Prize.

Participating Taco Bell® Locations are as follows:

Store Number	Street Address	City	State	Zip Code
002768	2100 W Market St	Johnson City	TN	37604
002931	1660 E Stone Dr	Kingsport	TN	37660
003454	2000 N Roan St	Johnson City	TN	37601
003812	495 Cummings Street, PO Box 753	Abingdon	VA	24210
004215	1111 Volunteer Pkwy	Bristol	TN	37620
004747	993 West Elk Avenue	Elizabethton	TN	37643
004765	604 Trent Street	Norton	VA	24273

005287	2940 West State Street	Bristol	TN	37620
015882	1221 N Eastman Rd	Kingsport	TN	37664
017590	3130 Lee Hwy	Bristol	VA	24201
020533	4018 Highway 66	Rogersville	TN	37857
020908	100 Charles E. Brooks, Jr Way	Kingsport	TN	37660
022443	5201 Bobby Hicks Hwy	Gray	TN	37615
022623	705 East Jackson Blvd	Jonesborough	TN	37659
022914	14050 Andrew Johnson Highway	Bull's Gap	TN	37711
026774	3050 E Andrew Johnson Hwy	Greeneville	TN	37745

5. Sweepstakes Prizes: Sponsor/Administrator's decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Grand Prize: Administrator will randomly select the Grand Prize winner from all eligible entries on or around July 5, 2012. The winner will be selected from all entries received via the entry card. Card Prizes: Administrator will award a Pepsi koozi to all entrants who submit a properly punched entry card.

Drawings: Prize selection for the Grand Prize will be random and conducted by the Sponsor/Administrator from eligible entries received. The number of eligible entries received will determine the odds of winning. The decisions of the Administrator will be final and binding. The winner will be notified within 24 hours of the drawing by phone and must meet all eligibility requirements, including the execution and delivery of all necessary releases and documents.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN CARD PRIZES, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY ENTRY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE ENTRY AND IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: The potential Grand Prize winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential Grand Prize winner will be notified by mail, email or phone. The potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Bristol Motor Speedway, within ten (10) days of the date notice is sent, an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize if applicable. If a potential winner of any prize cannot be contacted, or fails to sign and return the Affidavit of Eligibility, Liability and Publicity Release within the required time period (if applicable), potential winner forfeits prize. In the event that a potential winner of the Grand Prize is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries.

8. Prizes:

Sweepstakes Prizes: CARD PRIZES: One (1) Pepsi drink koozi will be awarded for each completed punch card. GRAND PRIZE: Two (2) tickets to attend the Food City 250 and IRWIN Tools Night Races on Friday, 8/24/12 and Saturday, 8/25/12 (terms and conditions of tickets apply, seat location determined by Sponsor in its sole discretion). ARV of Grand Prize Package: \$312.00.

For All Prizes: The Grand Prize winner is responsible for taxes on the value of the prize and will receive an IRS Form 1099. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Taco Bell®, Pepsi and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies 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 Promotion or receipt or use or misuse of any prize.

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

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor 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 Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes 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 Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (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 entry process or the Promotion;

(4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize 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 Tennessee (Northern Division) or the appropriate Tennessee State Court located in Sullivan County, Tennessee; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant 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 Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, 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.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy which may be found at http://www.bristolmotorspeedway.com/privacy_policy/.