

CROWN ROYAL TRIPLE CROWN - YOUR DESIGN HERE PROMOTION OFFICIAL RULES

NO PURCHASE NECESSARY. THIS PROMOTION IS ONLY OPEN TO LEGAL RESIDENTS OF THE STATE OF INDIANA WHO ARE 21 YEARS OF AGE OR OLDER. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW.

1. To Enter: This promotion begins at 12:01 a.m. (EST) on May 2, 2011, and ends at 11:59:59 p.m. (EST) on June 17, 2011. To enter, access the Websites at www.IndyTripleCrown.com, 1070thefan.com, hankfm.com or ibc.com and either (a) design a helmet using pre-populated images that can be “dragged and dropped” into the helmet template to design and submit immediately or download the helmet template, create a design, and submit by uploading to www.IndyTripleCrown.com. You may also enter by mail by submitting your design to Emmis Marketing Group, c/o Crown Royal Triple Crown – Your Design Here” 40 Monument Circle, Suite 600, Indianapolis, IN 46204. All mail-in entries must be postmarked by June 17, 2011, and received by June 20, 2011. One entry per person. Multiple entries will automatically result in disqualification. Sponsor is not responsible for technical difficulties, telephone or cell phone service disruptions or other equipment or service issues which might affect the ability of the Sponsor to notify the winner. Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible, incomplete, or incorrect entries or other Sweepstakes materials, all of which are void. Facsimiles or mechanical reproductions will not be accepted. All entries become the property of the Sponsor and will not be returned.

2. Prizes: One (1) Grand Prize will be awarded. Winning Helmet will be produced into an actual race helmet to be worn by Matt Kenseth during the 2011 Brickyard 400® Mile Race on July 31, 2011 at the Indianapolis Motor Speedway. Winner will also receive a Brickyard 400® VIP Package including four (4) Suite tickets, four (4) Hot Lap Passes, and four (4) behind the Scenes “Cold Passes” (a NASCAR credential that allows access inside the garage/pit area while Cup cars are not on the track). If winner cannot attend the event on said dates, prize will be automatically forfeited and an alternate winner selected at the sole discretion of the Sponsor. Approximate retail value of prize is \$3,000.00.

First Prizes: Up to one hundred twenty-five (125) First Prizes will be awarded. The first 125 consumers that submit a completed entry will receive two (2) grandstand tickets to the Brickyard 400® Race on July 31, 2011 and two (2) passes to a private Crown Royal Race Party in Broad Ripple, Indiana on Friday, July 29, 2011. Food and non-alcohol beverages will be provided. If winners cannot attend the events on said dates, prize will be automatically forfeited and an alternate winner selected at the sole discretion of the Sponsor. Alcohol beverages are not part of the prize. Approximate retail value of prize is \$230.00.

Second Prizes: Contestants will be encouraged to have their friends vote on their helmet. Non-contestants that vote for a helmet design will be entered into a drawing for two (2) passes to the Crown Royal Race Party in Broad Ripple, Indiana and two (2) Grandstand tickets to the 2011

Brickyard 400® Race on July 31, 2011. Up to 25 winners will be randomly selected. Approximate retail value per prize is \$200.00.

Approximate retail value of all Prizes is up to: \$37,500.00.

3. Winner Determination: Grand Prize will be determined on or about June 24, 2011 by an independent judging organization whose decisions will be final in all matters relating to this promotion. The criteria for judging the Grand Prize will be 33 1/3% creativity, 33 1/3% use of brand, and 33 1/3% representation of responsible drinking. The First and Second Prize winners will be selected in a random drawing on or about June 20, 2011, by an independent judging organization whose decisions will be final in all matters relating to this promotion. Winners will be notified by telephone on June 24, 2011 and will be required to sign an affidavit of eligibility and liability/publicity release within five (5) days of notification or prize will be forfeited and may be awarded to another winner at Sponsor's sole discretion. If winner cannot be located or does not respond within five (5) days, prize will automatically be forfeited and an alternate winner may be selected at Sponsor's sole discretion. Except where prohibited by law, acceptance of prize constitutes winner's consent for Sponsor to use an entrant's name, city and state of residence, voice, signature, statements, Promotion entry, biographical information, photograph and/or likeness for advertising and/or publicity purposes without any additional compensation or consideration. Entrants expressly agree to waive any and all rights to publicity that they have or may have arising out of or relating to the Promotion.

4. Promotion Entries: All materials, documents, information and data submitted to the Sponsor in connection with this Promotion, including the Promotion entry and submission (collectively "Promotion entry") are the property of Sponsor, will not be returned and cannot be acknowledged. By entering the Promotion, entrants represent and warrant that their Promotion entry is their sole, original work and that it does not infringe upon the rights of any other party, including but not limited to any intellectual property, trade secret or other proprietary rights of any other party. By submitting a Promotion entry, entrant further represents and warrants that any person(s) referenced has given his or her express written consent to the reference and use as contemplated by these Official Rules and that entrant has obtained written permission for such use from any such person. Submission of an entry grants Sponsor the right to use, publish, adapt, edit and/or modify Promotion entry in any way, in whole or in part, and to use such Promotion entry, and any ideas or concepts contained therein, in commerce and in any and all media now known or hereafter discovered, worldwide, including but not limited to Sponsor's website, without limitation or compensation to the entrant and without right of notice, review or approval of any such use of the Promotion entry. Submission of a Promotion entry further constitutes the entrant's consent to irrevocably assign and transfer to the Sponsor any and all rights, title and interest in and to the Promotion entry, including but not limited to all intellectual property rights and proprietary rights worldwide. Any content, material or information included in Promotion entry shall not be confidential, proprietary or trade secret. By submitting a Promotion entry, entrant consents to Sponsor's use, reproduction and disclosure of the Promotion entry, and ideas, concepts or other materials contained therein, for any purpose, including any commercial purpose. Any Promotion entry that contains third party artistic works, copyrights, trademarks, trade names, logos or similar brand identifying marks, trade secrets or other proprietary rights will not constitute a valid Promotion entry.

Any entry containing full or partial nudity, defined as the display of the genitals, pubic area, vulva, anus, or anal cleft with less than a fully opaque covering or the showing of the breast with less than a fully opaque covering of any part of the nipple, or any lewd or sexually suggestive gesture will be disqualified. No entry shall (a) depict persons consuming alcoholic beverages (b) depict persons conducting themselves in an inappropriate manner (c) contain material that would imply that the consumption of alcoholic beverages is acceptable before or while operating machinery, driving a vehicle or undertaking any other activity that requires a high degree of alertness or physical coordination, (d) contain any material that would degrade or demean the human form, image or status of women, men or the members of any group based on race, religion, ethnic background, sexual orientation or any other minority status, or (e) include an image of any person that appears to be under 21 years of age. Obscene, provocative, lewd or otherwise objectionable content or those which reflect poorly on the Crown Royal brand will not be considered and the determination of the appropriateness of any photograph or video submitted is at the sole discretion of the Sponsor and/or Judge(s).

5. Eligibility: This Promotion is open only to legal residents of Indiana who are 21 years of age or older. Void where prohibited or restricted by law. Employees of the following entities and members of their families or households are not eligible for participation under any circumstances: Diageo Americas, Inc., Emmis Marketing Group, and their respective affiliates, printers, advertising and promotion agencies, alcohol beverage suppliers, importers, wholesalers, distributors or retailers. All federal, state and local laws apply.

6. General Conditions: Entry in the Promotion constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules. No substitution of prize or cash equivalent except at Sponsor's sole discretion. Cash equivalent may be less than the approximate retail value of the prize. Prize is non-transferable except at the sole discretion of the Sponsor. All federal, state and local taxes on the prize are winner's sole responsibility. By accepting the prize, winner waives the right to assert as a cost of winning said prize, any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking said prize. Sponsor reserves the right to conduct a background check of any criminal records of the prize winners and guests. To the extent necessary and permitted by law, prize winners and guests shall authorize this background check. Sponsor reserves the right, at its sole discretion, to disqualify prize winners and/or guests from any prize element, based on the background check. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize.

Entrants hereby agree to indemnify and hold Sponsor harmless from and against any third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses, including attorney fees and court costs, arising out of any breach or alleged breach of any of the warranties and representations set forth above.

Sponsor reserves the right to conduct a background check of any criminal records of the prize winners and travel companions. To the extent necessary and permitted by law, prize winners and travel companions shall authorize this background check. Sponsor reserves the right, at its sole

discretion, to disqualify prize winners and/or travel companions from any prize element, based on the background check.

In consideration of the undersigned's receipt of any prize, prize winner for himself or herself and his or her guests, heirs, personal representatives and assigns shall voluntarily and knowingly completely and forever shall release, waive and discharge Sponsor and all related parties from and against any and every kind of claim, demand, injury, costs, attorney fees, right, liability or cause of action or other liabilities of whatever kind or nature, known or unknown, absolute or contingent, and whether or not fixed, which the prize winner ever had, now has or might in the future have arising in any way or related to this Sweepstakes, including, but not limited to, prize winner's participation in the Sweepstakes; prize winner's Sweepstakes entry; use of prize winner's name, likeness, biographical information, signature, image or likeness; prize winner's receipt, use or inability to use any prize or part thereof, including but not limited to injury or loss sustained in any travel related to the prize; financial claims; physical and/or emotional injury; and/or any other legal claim that may arise, whether under contract, tort, warranty or any other theory or claim.

Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion at any time without notice or further obligation.

Prize is to be picked up at Emmis Marketing Group located at 40 Monument Circle, Suite 600, Indianapolis, IN 46204, Mondays to Fridays between the hours of 9 a.m. and 5 p.m. Winner must furnish an original Affidavit of Eligibility and Release and original proof of date of birth. No prize will be released until the Affidavit and proof of birth is furnished to the radio station.

7. Electronic Entries: In the event of a dispute, on-line entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry. The authorized account holder is the natural person who is assigned to the e-mail address by an internet access provider, on-line service, or other organization that is responsible for assigning e-mail addresses. Sponsor and its agencies are not responsible for lost, late, damaged, illegible, misdirected, incomplete or postage-due mail-in entries, or for on-line entries not received due to lost, failed delayed or interrupted connections or miscommunications, or to other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of entries. Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by web-site visitors or by any human or technological error that may occur in the processing of entries in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel or suspend all or a portion of the Sweepstakes, should viruses, bugs or other causes beyond control of the Sponsor corrupt the administration, security or proper operation of the Sweepstakes. **CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS 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.**

8. Winner's List: For a list of winners, please send a self-addressed stamped envelope to Emmis Marketing Group, 40 Monument Circle, Suite 600, Indianapolis, IN 46204. All requests for the

winner's list must be postmarked by June 17, 2011, and received by June 22, 2011.

Sponsor: Emmis Marketing Group, Indianapolis, IN and Diageo Americas Inc., Norwalk, CT

CROWN ROYAL Blended Canadian Whisky, 40% Alc/Vol. (c)2011 The Crown Royal Company, Norwalk, CT.

Please Drink Responsibly

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