

## **AMF GOLDEN TICKET GIVEAWAY OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

The AMF Golden Ticket Giveaway Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to AMF Bowling Centers Inc. and not to Facebook. The information you provide will only be used for sending subscribers company updates, announcements and for winner notification purposes,

1. **HOW TO ENTER:** Beginning at 12:01 a.m. (EST) on March 1, 2010 through 11:59 p.m. (EST) on April 16, 2010 you can find the entry application on the AMF Golden Ticket tab on the AMF Bowling Fan Page on Facebook at [www.facebook.com/AMFBowlingCenters](http://www.facebook.com/AMFBowlingCenters). Once there, follow the on-screen entry instructions. Limit of one entry per day per email address or person. Use of any robotic, automatic, programmed or similar entry method or more than one entry per day will void all entries and result in disqualification.

2. **ELIGIBILITY:** Open to residents of the 48 contiguous United States and Washington D.C., 21 years of age and older as of March 1, 2010, except for employees of AMF. ("Sponsor"), The Hodges Partnership ("Judges"), Compleo Apps Inc. or Leading Edge Promotions, their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family or persons living in the same household. Void where prohibited.

3. **SEMIFINALIST / WINNER SELECTION:** On April 19, 2010 ten (10) Golden Ticket semi finalists will be randomly selected from all the eligible entries received. The 10 semi finalists will be notified via the email address provided at time of entry. To qualify to win the AMF Golden Ticket Grand Prize, each semifinalist will be required to upload a photo of themselves and write a 140 character bio on themselves and a 140 character description of why they are AMF's #1 fan.

AMF Golden Ticket Semi Finalists have until 11:59 p.m. on April 22, 2010 to upload their photo and complete the 140 character bio and 140 character description of why they are AMF's #1 Fan. If this requirement is not met within the allotted time frame, the semifinalist will be disqualified. In the event of non-compliance, alternate semifinalists will not be selected.

The qualifying semifinalists photo's 140 character bio and 140 character descriptions of why they are AMF's #1 Fan will be posted on the AMF Golden Ticket Giveaway application. Fans can vote on the AMF Golden Ticket semifinalists who they feel is AMF's #1 Fan. The semifinalist that receives the most votes by 11:59 p.m. (EST) on April 30, 2010 will be deemed the winner. Semifinalist vote tabulation and winner selection will be conducted by Judges. Odds of being selected as a semifinalist will depend upon the number of eligible entries received. The Grand Prize Winner will be determined by the number of votes submitted for each qualifying semifinalist. The qualifying semifinalist receiving the most votes cast on the AMF Golden Ticket Giveaway application will be the Grand Prize winner. The Grand Prize Winner will be notified by mail and/or email and will be required to sign and return an Affidavit of Eligibility, Release of Liability and a Publicity Release within seven (7) days of attempted delivery or prize will be forfeited and the qualifying semifinalist receiving second highest number of votes will be deemed the alternate Grand Prize winner. The return of any prize/prize notification as undeliverable may result in disqualification and an alternate Grand Prize winner will be determined. Winner's guests must also timely sign and return Affidavits of Eligibility, Liability and Publicity Releases.

4. **PRIZE/APPROXIMATE RETAIL VALUE (ARV):** One (1) Grand Prize: Trip for winner and one guest to the AMF location of their choice in the contiguous United States or Puerto Rico. Winner's guests must be 21 years of age or older, unless the winner is the parent/legal guardian

of the guest. Trip consists of round trip coach class air travel from major airport nearest winner's contiguous United States residence to AMF location of winner's choice, for winner and one guest, 3 days/2 nights hotel accommodations (double occupancy); \$1,000 in spending money. ARV: \$4,000. Actual value of trip prize will depend on airfare fluctuations and point of departure. Any difference between stated value and actual value will not be awarded. Certain blackout dates and restrictions apply. Travel must be completed by 12/31/10 or prize will automatically be forfeited. Winner and guest must travel on same itinerary. All travel accommodations and arrangements at Sponsor's discretion. Winner must give sponsor a minimum of 30 days advance notice of intended travel dates or prize could be forfeited. Winner and guest must execute a Release of Liability prior to ticketing. No substitution or transfer of prize permitted by winner. Travel is subject to availability and details of trip subject to change. Sponsor reserves the right to substitute a prize of equal or greater value. Prize consists of only those items specifically listed as part of the prize.

5. GENERAL RULES: All income taxes resulting from acceptance of prize are the responsibility of winner. By participating, entrants accept and agree to these Official Rules and the decisions of Judges, which shall be final in all matters. By participating, participants agree to hold Promotion Parties, Facebook, their affiliates, directors, officers, employees and assigns harmless against any and all claims and liability arising out of participation in the promotion and any use or redemption of a prize. Acceptance also constitutes permission to the Promotion Parties to use winner's name, likeness (and biographical information) for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late entries, or for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this promotion, or by any human error which may occur in the processing of the entries in this promotion. If, in the Judges' opinion, there is any suspected evidence of tampering with any portion of the promotion, or if technical difficulties compromise the integrity of the promotion, the Judges reserve the right to modify or terminate the promotion in a manner deemed reasonable by the Judges, at the Judges' sole discretion. In the event a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the name on the online entry form. All federal and state laws apply.

6. WINNER'S LIST: For the name of the winner, send a self-addressed, stamped (#10) envelope to: AMF Golden Ticket Giveaway Winner List, c/o AMF Bowling Centers Inc, Marketing Dept. 7313 Bell Road, Mechanicsville, VA 23111. VT Residents may omit return postage.

SPONSOR/PROMOTION ADMINISTRATOR: AMF Bowling Centers Inc, Mechanicsville, VA 23111.

This promotion is sponsored solely by AMF Bowling Centers Inc. and is in no way sponsored, endorsed or administered by, or associated with, Facebook. As such, please direct any questions, comments or complaints regarding the promotion to AMF Bowling Centers, Marketing Dept. 7313 Bell Road, Mechanicsville, VA 23111.