

OFFICIAL RULES

DALE EARNHARDT JR. & DEE SNIDER DRAWING TO BENEFIT THE MARCH OF DIMES FOUNDATION

ELIGIBILITY: OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 years of age and older at the time of entry. Void where prohibited. Employees, Officers and Directors, as well as their immediate family members (parents, children, siblings, spouse) and others living in their same household, whether related or not, of the March of Dimes Foundation (hereafter "The Foundation"), Dale Earnhardt, Jr., The Dale Jr. Foundation, Dee Snider, and Orange County Choppers, are not eligible to enter. No purchase or contribution is necessary to participate in the sweepstakes drawing and your payment or contribution will not increase your chances of winning. All taxes, title, registration fees, and like amounts in connection with the prizes are the winner's sole responsibility.

HOW TO ENTER AND WIN: To enter the drawing, you may obtain entries at Bikers for Babies events (events are listed on www.bikersforbabies.org), or by contacting your local March of Dimes Chapter office. Local offices' contact information can be found at www.marchofdimes.com. You may also enter online at www.bikersforbabies.org/chopper. The drawing is void where prohibited. You may enter without a purchase or contribution for free by sending a 3" x 5" index card with your name, complete address, daytime telephone number and date of birth: March of Dimes Foundation, Attn: Dale and Dee Drawing, 1275 Mamaroneck Ave., White Plains, NY 10605. All entries must be hand written. Mechanically reproduced entries will not be accepted. Sweepstakes begins on May 17, 2009. Entries by mail must be postmarked by October 31, 2009 and received no later than 12:00 PM EST on November 13, 2009. Ticket sales will also stop as of November 13, 2009. Winner will be drawn at 1275 Mamaroneck Avenue, White Plains, NY on December 8, 2009. The winner will be selected at random from a pool of entrants. All entries become the sole property of The Foundation(s) and will not be returned. You may opt out of March of Dimes communications at any time by contacting donorservice@marchofdimes.com.

The Foundation is not responsible for lost, stolen, illegible, incomplete, misdirected, late, damaged, destroyed, or delayed entries or postage due mail or for unavailable network connections, failed, incomplete, garbled or delayed computer transmissions, online failures, hardware, software or other technical malfunctions or disturbances or other communications failures or circumstances affecting receipt of entries or entrants' ability to participate in this drawing. A winner's list may be obtained by sending a stamped self-addressed envelope to the Foundation after January 1, 2010 at: March of Dimes Foundation, Attn: Dale and Dee Drawing Winner, 1275 Mamaroneck Ave., White Plains, NY 10605.

PRIZE/ODDS OF WINNING: Grand Prize: One (1) Custom built Orange County Choppers Sunoco Dale Earnhardt Jr. Chopper. The Grand Prize is awarded "AS IS" and without warranty, guaranty or representation of any kind, express or implied (including, without limitation, any implied warranty of merchantability, quality or fitness for a particular purpose). Approximate retail value including delivery is \$50,000. Winner must claim prize by January 15, 2010 or a new winner will be selected. Winner must take possession of chopper by January 31, 2010 at The Dale Jr. Foundation in North Carolina or The Foundation will provide for delivery to the winner. Winner must provide valid driver's license and evidence of legally required insurance at time of delivery. All taxes, costs, title and registration fees incurred are the responsibility of the winner. Winner is solely responsible for all other costs and liability incurred in claiming, and using the motorcycle, including, without limitation, costs associated with state emissions standards compliance. All unspecified expenses and taxes are winner's sole responsibility. IRS Form W-2g will be issued to winner for the value of the vehicle. The IRS requires withholding estimated taxes on the winnings prior to release of the prize. No prize substitution or cash equivalent of prize. No prize transfer. A maximum of 100,000 entries will be accepted. Odds of winning are determined by the total number of entries received, with the maximum odds of 1:100,000. Each day entries received by mail will be counted to determine if the total received to date exceeds 100,000. All entries

received the day on which 100,000 entries are received will be entered into a preliminary drawing. The first entries drawn from that group up to a total of 100,000 will be included in the final drawing. All other entries received that day (and thereafter) will be refunded.

GENERAL CONDITIONS: By entering, entrants accept and agree to the Official Rules and the decisions of The Foundation, which are final and binding in all respects. Winner will be notified by telephone and by certified letter from The Foundation and will be required to execute and return an affidavit of eligibility, a liability release and a publicity release, where legal, within 7 days of notification. In the event of non-compliance with requirements, or if prize notification is returned as undeliverable, the prize will be forfeited and an alternate winner selected. By accepting the prize, except where prohibited by law, winner agrees to the use of his or her name and/or photograph for advertising/publicity purposes without further compensation or notice. Payments or contributions for entry are not tax-deductible contributions to The Foundation. By participating, entrant agrees to release and hold harmless The Foundation, Dale Earnhardt, Jr., The Dale Jr. Foundation, Dee Snider, Orange County Choppers, Sunoco, Inc. and their respective parents, affiliates and subsidiaries, and the directors, officers, agents and employees of any such entity (collectively, the "released parties") from any and all liability arising from participating in the drawing and/or acceptance, possession or use/misuse of prize, regardless of whether such claims are founded in whole or part upon alleged negligence, gross negligence or willful misconduct of any of the released parties, and including, without limitation, liability for any personal injury, damage or loss. The Foundation 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 drawing; to be in violation of the Official Rules, or to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Any activities intended to disrupt or interfere with the proper play of the drawing or defraud The Foundation in any way will be prosecuted to the fullest extent of the law. The drawing is subject to all applicable laws of the United States and is void where prohibited. ANY CLAIMS OR CONTROVERSIES RELATING TO OR ARISING FROM THIS SWEEPSTAKES SHALL BE GOVERNED BY AND INTERPRETED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO THE CONFLICTS OF LAW PRINCIPLES THEREOF AND SHALL BE BROUGHT IN THE STATE AND FEDERAL COURTS LOCATED IN WESTCHESTER COUNTY, NEW YORK. EACH ENTRANT AGREES TO THAT VENUE AND JURISDICTION AND THE EXCLUSIVE JURISDICTION OF THOSE COURTS AND WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THOSE COURTS.

LIMITATIONS OF LIABILITY: The Foundation is not responsible for any incorrect or inaccurate information, including, without limitation, that which is caused by web site users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the drawing or by any technical or human error which may occur in the processing of entries in the drawing. The Foundation assumes no responsibilities for any error, omission, interruption, deletion, or defection, delay in operation or transmission, communications line failure, theft or destruction or processing the drawing entries. The Foundation is not responsible for user cheating or fraud by any entrants. If, for any reason, the drawing is not capable of running as planned, including, without limitation, unauthorized intervention, fraud, technical failures or any other causes beyond the control of The Foundation which, in The Foundation's sole discretion could corrupt or affect the administration, security, fairness, integrity or proper conduct of the drawing, The Foundation may, in its sole discretion, cancel the drawing and return/refund all entries or select the winner in a random drawing comprised of all eligible entries received prior to (and/or after, if appropriate) the action taken by The Foundation. The Foundation reserves the right at its sole discretion to cancel, terminate, modify or suspend the drawing.

SPONSOR/ADMINISTRATOR: Sweepstakes drawing sponsored and administrated by The March of Dimes Foundation and its affiliates and chapters, headquartered at 1275 Mamaroneck Ave., White Plains, NY 10605. 100

MISCELLANEOUS: You may obtain a copy of the March of Dimes annual financial report by writing to March of Dimes Birth Defects Foundation, Box 2000, White Plains, NY 10602. (914) 428-7100. In FLORIDA, A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352, TOLL-FREE WITHIN THE STATE. Our Florida registration number is: CH569. In Maryland, copies of documents and information submitted by March of Dimes are available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401, 1410-974-5534. In Mississippi, the official registration and financial information of March of Dimes may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. In New Jersey, INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT www.njconsumeraffairs.gov/ocp.htm#charity. New York residents may obtain a copy of March of Dimes' annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. In North Carolina, financial information about March of Dimes and a copy of its license are available from the State Solicitation Licensing Branch at (888) 830-4989. In Pennsylvania, the official registration and financial information of March of Dimes may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. In Virginia, a financial statement for the most recent fiscal year is available upon request from the State Division of Consumer Affairs, P.O. Box 1163, Richmond, VA 23209, 1-804-786-1343. In Washington, you may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE. West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. REGISTRATION WITH THE AGENCIES DESCRIBED ABOVE DOES NOT IMPLY ENDORSEMENT.