

OFFICIAL RULES

DRAWING FOR 2011 HARLEY-DAVIDSON ROAD KING® 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"), and Worth Harley Davidson North are not eligible to enter. No purchase or contribution is necessary to participate in the sweepstakes. 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 the Bikers for Babies event at the Kansas Speedway or at any of the pre-registration events (pre-registration events are listed online at www.bikersforbabieskc.org/preregistration/). You can also contact the March of Dimes Foundation Greater Kansas Chapter office. See below for contact information. 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 to the March of Dimes Foundation. See address information below. All entries must be hand written. Mechanically reproduced entries will not be accepted. Sweepstakes begins on July 1, 2010. Entries by mail must be postmarked by September 1, 2010 and received no later than 12:00 PM CST on September 14, 2010. Ticket sales will stop as of September 19, 2010 at 2:30 PM CST. Winner will be drawn at the Kansas Speedway. The winner will be selected at random from a pool of entrants. All entries become the sole property of The Foundation 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. Inquiries of the winner can be made by calling the Chapter office at 913-469-3611 or sending a stamped self-addressed envelope to the Foundation after September 19, 2010. See address below.

PRIZE/ODDS OF WINNING: Grand Prize: One (1) 2011 Harley-Davidson Road King®. 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 is \$16,999. Winner must claim prize within thirty days of drawing or a new winner will be selected. 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 6,000 entries will be accepted. Odds of winning are determined by the total number of entries received, with the maximum odds of 1:6,000.

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. By participating, entrant agrees to release and hold harmless The Foundation, Worth Harley Davidson North, 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.

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. See below for Foundation contact information.

MISCELLANEOUS: You may obtain a copy of the March of Dimes annual financial report by writing to March of Dimes Foundation, Box 2000, White Plains, NY 10602. (914) 428-7100.

CONTACT INFORMATION:

March of Dimes Foundation
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