

Monster Jam® "Who's The New Monster Mutt®?" Naming Contest Official Contest Rules

No purchase necessary to enter or win. A purchase will not improve one's chances of winning.

1. Contest Period and Eligibility:

Feld Motor Sports, Inc. ("FMS") Monster Jam "Who's The New Monster Mutt?" Naming Contest (the "Contest") is a naming contest open to entrants who are legal U.S. residents and 18 years or older at the time of entry. Void where prohibited by law.

The entry period for the Contest begins at 12:01 A.M. ET on March 26, 2010, and ends at midnight ET on April 1, 2010 ("Entry Period"). Judging will take place from April 2, 2010 through April 23, 2010.

Employees of FMS and its parents, subsidiaries, affiliates and agents, distributors, retailers, advertisers, advertising and promotion agencies and all others associated with the development and execution of this Contest and their respective employees and members of the immediate families of each are not eligible. All federal, state and local laws and regulations apply.

2. Entry Process:

To enter your suggested name for the new *Monster Mutt* truck ("Submitted Name"): (1) fill out all fields on the paper ballot at the Monster Jam World Finals in Las Vegas, or (2) visit www.monsterjam.com/monstermutt and fill out all fields on the online entry form. An entrant may submit multiple entries, but each Submitted Name must be unique. All submissions must be in English. Incomplete entries will not be valid. Entries by any method other than those set forth herein are void. In the event of a dispute regarding the identity of a person submitting an online entry, the entry will be deemed to be submitted by the person in whose name the email account is registered. FMS is not responsible for lost, late, or misdirected entries, whether paper or electronic.

3. Conditions of Participation and Release:

Submission of an entry grants FMS the right to use and/or modify the Submitted Name in any way without limitation or compensation to the entrant and constitutes the entrant's consent to irrevocably assign and transfer to FMS all rights to the Submitted Name in perpetuity. The winning Submitted Name may be used, at the sole discretion of FMS, as the official name of a Hot Wheels® *Monster Jam* toy, but FMS is under no obligation to use the winning Submitted Name. Submission of an entry grants FMS the right, except where prohibited by law, to use the entrant's name, likeness, picture, address (city and state only), voice, biographical information and written or oral statements, for promotional purposes in promoting or publicizing FMS and its products or services, without compensation unless required by law. By entering, entrants acknowledge compliance with these Official Rules, including all eligibility requirements. Entrants hereby release FMS and all of its employees and agents from any claims, losses, actions, or damages, whether actual, incidental or consequential, arising out of or relating to entrant's participation in this Contest, or the use or misuse of any prize, or participation in prize-related activities, including but not limited to travel related thereto. Submitted Name must not be offensive, as determined by FMS's sole discretion and must not defame or invade the privacy of any person. Submitted Name must be original, must not have been previously published, released or distributed and must have been created and owned exclusively by the entrant who submitted it, and must not otherwise infringe upon any person's personal or proprietary rights, including but not limited to intellectual property rights. All Submitted

Names and all entries become the property of FMS and will not be acknowledged or returned. Any Submitted Name that includes references to third parties or contains parts not owned by entrant will be disqualified. Entries that do not comply with these Official Rules are subject to disqualification.

4. Judging:

The winner will be selected by a panel of judges from FMS, from all eligible entries received during the Entry Period, using the following criteria:

- :: Applicability (25%)
- :: Appropriateness (25%)
- :: Creativity (25%)
- :: Uniqueness (25%)

The potential winner will be selected and notified by phone or e-mail on or about April 24, 2010. If potential winner does not respond to such notification within five (5) days of receipt of notification, or if potential winner is deemed ineligible, the prize will be forfeited and awarded to the second place entry.

In the event that multiple, valid entries containing the same Submitted Name are received during the Entry Period, and such Submitted Name is picked as the potential winner, a random drawing will be held from such entries to determine the winner.

Winner will be announced on www.monsterjam.com/monsternutt.

5. Prize: Hot Wheels Prize Pack. Approximate Retail Value: \$100.00
Winner may not exchange, transfer or assign the prize, or redeem it for cash. Taxes and/or custom duties on the prizes are solely the responsibility of the winner.

6. General Conditions:

FMS assumes no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Contest or by any human error which may occur in the processing of the entries in this Contest. FMS is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or servers on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, or any incomplete, lost, late, delayed, misdirected or garbled entries, or failure to receive entries, including, without limitation, any injury or damage to any entrant's or any other person's computer related to or resulting from participation or downloading any materials or software or attempts to participate in or download materials or software related to this Contest. FMS is not responsible for any typographical or other error in the printing of the offer, administration of the Contest, or in the announcement of the Contest Prize and the winner. If, for any reason, the Contest is not capable of running as planned, or is disrupted or corrupted, including, without limitation, by strikes, acts of war or terrorism, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical or system failures, or any other causes beyond the control of FMS which corrupts or affects the administration, security, fairness, integrity or proper conduct of this Contest or for any reason FMS deems it necessary, FMS reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest or to determine the winner in its sole discretion. All interpretations of these Official Rules and decisions by FMS are final. No software generated, robotic, programmed, script, macro or other online or text message entries are permitted. FMS reserves the right in its sole discretion to disqualify any individual it suspects or finds: (i) to have used a software-generated, robotic, programmed,

script, macro or other automated online or text message entry; (ii) to have tampered with the entry process or the operation of this Contest; (iii) to be acting in violation of these Official Rules; (iv) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (v) to have provided inaccurate information on any legal documents submitted in connection with this Contest.

CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, FMS RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

7. Use of Data.

FMS will be collecting personal data about participants online, in accordance with FMS's privacy policies. Please review FMS's Privacy Policy at <http://www.monsterjam.com>. By participating in the Contest, entrants hereby agree to FMS's collection and usage of their personal information submitted in connection with this Contest and acknowledge that they have read and accepted FMS's Privacy Policy.

8. Winner List:

For winners list or a copy of these Official Rules, visit www.monsterjam.com/monstermutt or send a self-addressed, stamped envelope by April 30, 2010 to: Feld Motor Sports, Inc., Attn: Who's the New Monster Mutt?, 4255 Meridian Parkway, Aurora, IL 60504. Vermont residents may omit return postage.

This Contest is sponsored by Feld Motor Sports, Inc.

Monster Jam® is the registered trademark of Feld Motor Sports, Inc.

Hot Wheels® & © 2010 Mattel, Inc. All Rights Reserved. Used with permission.