



**“LINCOLN MKS”
GRAND PRIZE GIVEAWAY
OFFICIAL RULES
(Updated 07/14/10)**

- 1. Eligibility:** This promotion is open to all active members of the Finger Lakes Gaming & Racetrack Player Extras Club, who are 18 years old or older, and abide by the rules and regulations of the Player Extras Club. Employees of Finger Lakes Gaming & Racetrack; its subsidiaries and affiliates; people key licensed by the New York State Division of the Lottery; people licensed by the NY State Racing & Wagering Board as on-the-grounds employees; vendors directly associated with this contest, their subsidiaries, affiliates and agencies; and any immediate family members residing in the same household of any of the foregoing individuals are ineligible to participate in the program. Any licensee, registrant, contractor, subcontractor, consultant, officer; or employee of a contractor, subcontractor, licensee, registrant or consultant, that is directly involved in the operation or observation of video lottery gaming or drawings, or the processing of video lottery gaming prize claims or payments is ineligible to participate in the program. All federal, state and local rules and regulations apply. Void where prohibited or restricted by law. By entering this contest, participants agree to abide by all terms of these official rules.
- 2. Sponsor:** (as defined below), Finger Lakes Gaming & Racetrack, their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents are not responsible for any incorrect or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online system, computer equipment, servers, providers, software or satellite transmission, including any injury or damage to participant or any other person relating to or resulting from participation in this program. Furthermore, the Sponsor nor any of the aforementioned are responsible for theft, tampering, destruction, or unauthorized access to, or alteration of applications; data processing that is processed late, incorrectly, or is incomplete or lost due to computer or electronic malfunction; printing or other errors; or any combination thereof. False and/or deceptive entries or acts shall render participants ineligible.
- 3. Promotional Period:** July 1-31, 2010
- 4. Method of Entry:** Beginning at 10am on Thursday, July 1, 2010 through 9pm on Saturday, July 31, 2010, Player Extras Members may earn official entries by: 1) playing any Video Gaming Machine with their own Player Extras Card actively inserted into the appropriate card slot and meeting the “cash played” threshold of \$50 to earn one entry; 2) earning 10 entries by winning a jackpot of \$600 or more and presenting a Jackpot Receipt issued by the cashier to Player Extras; 3) redeeming a maximum of fifty (50) points per day in exchange for one entry per point. Participants may also receive bonus entries in the following ways:

 - a) **Club 55 Tuesdays:** On Tuesdays during the promotional period, Club 55 Members will earn 2X entries into the Lincoln MKS Grand Prize drawing.

- b) **Gold Members:** All Gold Player Extras Members will earn 2X entries everyday during the promotional period that they play with their Player Extras Card inserted into any video gaming machine.
- c) **Platinum Members:** All Platinum Player Extras Members will earn 3X entries everyday during the promotional period that they play with their Player Extras Card inserted into any video gaming machine.
- d) **New Email Accounts:** Player Extras Members may receive ten (10) bonus entries into the grand prize drawing by signing up to receive email offers during the dates specified. Void if member is already receiving email offers. Limit 10 bonus entries per Member during the promotional period.
- e) **Email Blast:** Player Extras Members who have already signed up to receive email offers may receive an email offer for bonus entries into the grand prize drawing to redeem on the dates specified. Limit one redemption per Member during the promotional period.
- f) **Facebook/Twitter:** Player Extras Members that follow us on Facebook and/or Twitter may receive bonus entry offers into the grand prize drawing to redeem on the dates specified throughout the promotion period.
- g) **Big Bonus Entry Days:** Player Extras Members that earn five (5) base points on July 5, 14, 23, and/or 29 will receive 25 bonus entries into the grand prize drawing. Receive 25 bonus entries for every 5 base points earned. All five base points must be earned the same day by playing any video gaming machine.

On Tuesdays during the promotional period, Gold or Platinum Members that also belong to Club 55 will only be eligible for one of their benefits and cannot combine the 2x Club 55 entries with their Gold or Platinum benefit (double or triple entries).

5. **Lincoln MKS Grand Prize:** There will be one (1) prize awarded on Saturday, July 31, 2010 at 10:00 p.m. One (1) winner will win a 2010 Lincoln MKS (\$40,000.00 value) or \$25,000 cash alternative.

Winner is responsible for all income and sales taxes. Prize may vary from that depicted in mailers, print advertising, email, website and signage. Prize has no alternative option other than cash.

6. **Lincoln MKS Grand Prize Drawing:** The Lincoln MKS Grand Prize Drawing will be held on Saturday, July 31, 2010 at 10:00pm. Participants must play with their own Player Extras Card inserted into any video gaming machine on July 31, 2010 from 10am-9pm to automatically activate their entries and become eligible for the 10pm electronic drawing. Winner need not be present at the drawing to win, but must personally activate their own entries on the drawing day between 10am-9pm by playing any video gaming machine with their own Player Extras Card inserted. If the winner is present for the drawing, they will receive a "Be There Bonus" for a \$1,000 gas card or \$1,000 cash.

The drawing will be conducted using the Electronic Quickdraw module of the Casino Marketplace player tracking system. All eligible entries are placed into a pool on the date of the drawing, and one name will be randomly selected via the Quickdraw module. A final report illustrating all activity with the Electronic Quickdraw will be printed and kept on file in-house.

7. **Prize Acceptance:** By accepting their prize, winner acknowledges any and all restrictions, expiration dates and liabilities. Winner may be required to complete, execute and return an Affidavit of Eligibility/ Release of Liability and (except where prohibited) a Publicity Release and a completed IRS W-9 form within 14 days of issuance. Failure to

return all required documents in this time period might result in the winner being disqualified and an alternate winner selected. No substitution for a prize by the winner will be permitted unless otherwise stated in the official rules. If necessary due to unavailability, a prize of equal or greater value will be awarded at the discretion of the Sponsor. Prizes are non-transferable, assignable or redeemable for cash, unless otherwise stated. The winner's entry and acceptance of any prize constitutes permission for the Sponsor to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media, in perpetuity, without notice or further compensation.

- 8. Terms and Conditions:** This sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Administrator, and waive any right to claim ambiguity in the sweepstakes or these Official Rules. Winner and participants also agree to release, discharge, indemnify and hold harmless the Sponsor, vendors associated with this sweepstakes, and the respective officers and employees of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, or participation in this sweepstakes. Any person attempting to defraud or in any way tamper with the sweepstakes mechanics and/or implementation will be declared ineligible and may be prosecuted to the full extent of the law. Finger Lakes Gaming & Racetrack reserves the right to make changes in the rules of this contest, which will become effective upon announcement.
- 9. Winner Information:** For name and city of residence of winner, send SASE (by 8/31/10) to: Finger Lakes Gaming & Racetrack "Lincoln MKS" Grand Prize Contest Winner Confirmation, P.O. Box 25250, Farmington, NY 14425.
- 10. Sponsor:** Finger Lakes Gaming & Racetrack, P.O. Box 25250, Farmington, NY 14425.
- 11. Sweepstakes Administrator:** Finger Lakes Gaming & Racetrack who is responsible for overseeing the awarding of all prizes, and whose decisions will be considered final in regard to all matters related to this promotion.
- 12. Copyright. Finger Lakes Racing Association, Inc. claims a copyright in this contest and all accompanying materials.** No portion of this contest or the accompanying materials may be duplicated, manipulated or redistributed in any form. Violators of the copyright of Finger Lakes Racing Association, Inc. are subject to prosecution.