

NAME USBC'S NEW ROBOT CONTEST

- OFFICIAL RULES -

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

The Contest: The Name USBC's NEW ROBOT CONTEST (the "Contest") provides a chance to help USBC name its new bowling ball throwing robot!

Sponsor: The Contest is sponsored by the United States Bowling Congress ("Sponsor"), 621 Six Flags Drive, Arlington, TX 76011 (the "Contest Address").

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Contest Period: The Contest begins at 12:01 a.m. Central Time on June 10, 2009 and ends at 11:59 p.m. Central time on September 2, 2009 (the "Contest Period").

Eligibility: The Contest is open to members of United States Bowling Congress age 20 or younger, who are legal residents of one of the 50 United States or the District of Columbia. Age and membership status for purposes of the preceding sentence are determined as of June 10, 2009. Employees, agents, officers and directors of Sponsor and [list legal names of any other associated entities involved in the promotion] and their respective affiliates, subsidiaries, advertising and promotional agencies ("Contest Parties") and the immediate family members or household members of such persons are not eligible. Participation in any part of the Contest constitutes a participant's agreement to be bound by these Official Rules. Participants agree to be bound by the decisions of the Contest judges and such decisions shall be final. Sponsor reserves the right to permanently disqualify from this Contest any person Sponsor believes has violated these Official Rules.

You May Submit Up to 3 Robot Names: Eligible entrants can enter up to three proposed names ("Robot Names") in the Contest. If multiple entries or more than three proposed Robot Names are submitted by any person, only the first entry of such person (and only the first three proposed Robot Names from such entry) will be included in the Contest. By submitting a Robot Name, entrant represents and warrants that: (1) entrant has created the submitted Robot Name, and (2) to the best knowledge of entrant no permission of any person or entity would be required for Sponsor to use such name for a robot and for promotion, marketing and public relations purposes.

How to Enter: To enter by mail: To submit your entry by mail, legibly print or type the proposed Robot Names (remember, up to 3) on a 8.5" x 11" piece of paper along with the following information: entrant's name, age, address, telephone number, email address (if available) of entrant for those 13 or older (or Parent's email for those younger than 13). The entry for those under 13 must include a Parent's signature. Signature indicates that the entrant and Parent agree to be bound by these Official Rules. The completed entry should be mailed to US Youth

Bowler-Robot Contest, PO Box 44618, Racine, WI 53402. Entries must be postmarked by September 1, 2009 and received by September 8, 2009 to be eligible.

Entries in Contest and Rights in Robot Names Become the Property of Sponsor: All entrants (and with respect to minors, their Parents) hereby agree that upon the submission of any entry, such entries will not be acknowledged or returned and all rights in the proposed Robot Names become the exclusive property of Sponsor. Each participant hereby assigns to Sponsor and its successors, designees and assigns, all right, title and interest in and to the submitted Robot Names, including, without limitation, all intellectual property and other proprietary rights without expectation of compensation or acknowledgement (other than the Grand Prize, if any, that is awarded to participant as set forth in these Official Rules). Each participant agrees that Sponsor and its successors, designees and assigns shall each have the perpetual, irrevocable, world-wide and fully-transferable right (but not obligation) to use, modify, display, reproduce, make derivative works of, and otherwise exploit participant's Robot Names for any purposes in any manner or media whether now or hereafter existing and/or to otherwise use or commercially exploit any Robot Names all without further payment, notice, consideration or consent. Sponsor does not have any obligation to maintain any of the Robot Names as confidential or proprietary. Sponsor reserves to right to edit, modify, or abridge any Robot Names for any reason.

Prize: One (1) Grand Prize winner (the "Winner") will receive the following Grand Prize (the "Prize") for himself or herself and one traveling companion ("Guest"). In the event that the Winner is a minor, the Guest must be his or her Parent or Legal Guardian. Both Winner and Guest must travel together. Guest must be of the age of majority in his or her state of residence and must agree to be bound by these Official Rules and must sign a release consistent with that required of Winner in these Official Rules as a condition to receipt of and/or participation in the Grand Prize. The Grand Prize is a trip for Winner and Guest to Arlington, Texas to visit the USBC's International Training and Research Center. Sponsor will provide Winner with a list of available dates between May 1, 2010 and August 31, 2010 during which the trip may be taken. The Prize includes round trip coach class flight for Winner and Guest to a major airport selected by Sponsor which is reasonably near Arlington, Texas ("Destination Airport") from a major airport selected by Sponsor near Winner's U.S. principal home address as of the commencement of the Contest Period (the "Home Airport"); ground transportation from the Destination Airport to hotel and back to the Destination Airport; two (2) nights double occupancy hotel accommodations; a tour of the USBC's International Training and Research Center and a session with one or more USBC bowlers; an opportunity to bowl against the USBC's robot and inclusion in a feature story in US Youth Bowler magazine; and two (2) admission passes to Six Flags over Texas amusement park for use during the trip. Approximate maximum retail value of the Prize is One Thousand Five Hundred Dollars (\$1500). No transfer or substitution of prizes permitted except where required by law. If the Prize, or any portion of such prize, becomes unavailable, the Sponsor may award a substitute prize of equal or greater value. Taxes on the Prize are the sole responsibility of the Prize Winner and Guest, as the case may be. All expenses, costs and fees not expressly included above are the sole responsibility of Prize Winner and Guest, as the case may be. The total number of prizes to be awarded in the Contest is one (1). Sponsor reserves the right to request from any entrant or Parent of an entrant to provide additional documentation it reasonably believes is necessary to validate any entry or to award any prize.

Judging/Judging Criteria / Winner Selection. Entries will be judged under the supervision of Sponsor, by a panel of judges selected by Sponsor. Judges will score the Robot Names based on the following equal-weight criteria: (a) Originality; (b) Creativity; (c) Cleverness [comment: these are suggestions - feel free to use other criteria]. No entry may contain any defamatory, obscene, or inappropriate language (as determined by Sponsor in its sole discretion). Entries that do not adhere to these Official Rules may not be considered and/or may be disqualified by Sponsor in its sole discretion. All decisions of the judges are final. In the event of a tie, the tied Robot Names with the highest "Cleverness" score will be deemed the winning Robot Name. If only one eligible entrant submitted the winning Robot Name, such person will be deemed the Winner, subject to verification of eligibility and compliance and compliance with the Official Rules. In the event that more than one eligible entrant submitted the Robot Name that is ultimately selected by the judges as the winning Robot Name, the judges shall conduct a random drawing to select one entrant from among all eligible entrants who submitted such winning Robot Name and such selected person will be deemed the Winner, subject to verification of eligibility and compliance with the Official Rules. [Comment: this contemplates selection based on a random drawing. My concern is that if we go with a "first to submit" date and we don't have postmarks on mail in entries or if there is a postmark vs. email issue or a tie, it would be very difficult to address this] Odds of winning depend on the application of the judging criteria and the number of entries received.

Notification of Winner: Potential Winner will be notified via email, U.S. mail, telephone, or overnight courier within seven (7) days after determination. Such prospective winner will be required to complete and return to Sponsor, Sponsor's Affidavit of Eligibility and Liability and Publicity Release (the "Documentation") within fourteen (14) days of attempted notification. If the potential Winner does not complete and return such Documentation within the required time or in the event of noncompliance with these Official Rules and requirements, such person will forfeit the Prize and it will be awarded by the application of the Judging Criteria / Winner Selection protocol above after having removed all entries from such individual who had previously been considered a potential Winner. The process will be repeated as necessary until the Prize is awarded. By entering this Contest and by accepting a prize, the Winner (and his or her parent if the Winner is a minor) agrees that the Contest Parties and the officers, directors, agents and employees of any of the above entities are not liable for injury, loss, death, or damage of any kind due to or associated with acceptance, possession, use or misuse of the Prize and/or participation in the Contest. Except where prohibited by law, Winner further grants to the Sponsor and its designees the right to use such Winner's name, photograph, voice, likeness and city of residence for purposes of advertising or promoting and publicizing the efforts and activities of the Sponsor without further consideration and to release his or her name to persons requesting the names of the Winner of the Contest. Non-compliance or the return of any prize notification as undeliverable may result in disqualification and selection of an alternate Winner.

Name of Winner: For the name of the Prize Winner, available before December 31, 2009, send a self-addressed stamped envelope (except where not required by State law) to: Robot Contest Winner's List at the Contest Address or visit www.bowl.com/robot <<http://www.bowl.com/robot>>.

RELEASE AND LIMITATIONS OF LIABILITY: BY PARTICIPATING IN THE CONTEST, PARTICIPANTS (INCLUDING, WITHOUT LIMITATION, WINNER'S GUEST), AGREE TO RELEASE AND HOLD HARMLESS SPONSOR, THE CONTEST PARTIES, AND THE JUDGES

FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF PARTICIPATION IN THE CONTEST OR RECEIPT OR USE OF ANY PRIZE, INCLUDING PROPERTY DAMAGE, PERSONAL INJURY OR DEATH. EACH PARTICIPANT FURTHER AGREES THAT IN ANY CAUSE OF ACTION, THE CONTEST PARTIES' LIABILITY WILL BE LIMITED TO THE COST OF PARTICIPATING IN THE CONTEST, AND IN NO EVENT SHALL THE CONTEST PARTIES BE LIABLE FOR ATTORNEYS' FEES, PUNITIVE, CONSEQUENTIAL, DIRECT OR INDIRECT DAMAGES AND EACH PARTICIPANT WAIVES THE RIGHT TO CLAIM ANY DAMAGES WHATSOEVER.

Conduct: If for any reason this Contest is not capable of being conducted as contemplated in the Official Rules or otherwise planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor, in its sole discretion, reserves the right to terminate or modify the Contest and/or to disqualify any individual who tampers with or attempts to tamper with the Contest or violates these Official Rules. Sponsor and Contest Parties are not responsible for lost, late, garbled, misdirected, or postage due entries or mail, or for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Contest or downloading any materials in this Contest.

Dispute Resolution: Except where prohibited by law, each participant agrees that any and all disputes, claims and causes of action arising out of or in connection with the Contest shall be resolved individually, without resort to any class action, exclusively by the courts located in the judicial district including Arlington, Texas. All issues concerning the construction, validity, and interpretation of these Official Rules shall be governed by and construed in accordance with the laws of the State of Texas (and federal laws, as applicable), without giving effect to any choice of law or conflict of law rules that would result in the application of the laws of any jurisdiction other than the laws of the State of Texas and applicable federal laws.

Official Rules: For additional copies of the Official Rules, please send a self-addressed stamped envelope to: Official Rules at the Contest Address. Vermont residents may omit return postage. Requests must be received by December 31, 2009. Official Rules will also be posted at www.Bowl.com/robot <<http://www.bowl.com/robot>> in connection with the Contest.