

THE US YOUTH BOWLER MAGAZINE READER APPRECIATION SWEEPSTAKES OFFICIAL RULES

1. ABOUT THIS SWEEPSTAKES. THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN AND MAKING ANY KIND OF A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. The US Youth Bowler Magazine Reader Appreciation Sweepstakes (the “Sweepstakes”) is sponsored by the United States Bowling Congress (“Sponsor”), 621 Six Flags Drive, Attn: Sweepstakes, Arlington, TX 76011 (the “Sweepstakes Address”).

2. HOW TO ENTER. The Sweepstakes provides a chance for entrants to let us know which part of the US Youth Bowler Magazine is their favorite. To enter, please send an email to win@bowl.com with the word “Sweepstakes” in the subject line and the following information in the body of the message: entrant’s name and membership number and tell us what you like best about US Youth Bowler Magazine. Entry is open to individuals who are USBC Youth Members as of April 15, 2011 who meet the eligibility conditions set forth below.

Limit one entry in the Sweepstakes per person. The Sweepstakes begins April 18, 2011 and ends July 1, 2011 (the “Entry Period”). The Sweepstakes is VOID WHERE PROHIBITED.

3. SWEEPSTAKES PRIZE; ODDS.

From eligible entries received within the Entry Period a random drawing will be conducted to select one (1) Grand Prize winner and nine (9) First Prize Winners. Subject to verification, the Grand Prize Winner will receive an iPad2 (16GB wi-fi model; Approximate Retail Value (ARV) \$499. Subject to verification the First Prize Winners will each receive a ball / bag package. ARV \$300. Sponsor may substitute a prize of equal or greater value. No other transfer or substitution of the prize is permitted except where required by law. Odds of winning depend on the number of eligible entries received. No transfer or substitution of prizes permitted except where required by law. If any prize, or any portion of such prize, becomes unavailable, the Sponsor may award a substitute prize of equal or greater value. Odds of winning depend on the number of eligible entries received in the Sweepstakes. Taxes on the Prize are the sole responsibility of the Prize Winner. All expenses, costs and fees not expressly included above are the sole responsibility of Winner. The total number of prizes to be awarded in the Sweepstakes is ten.

4. ELIGIBILITY. Participation in the Sweepstakes is open only to individuals who are eligible in accordance with these Official Rules. USBC Youth Members are limited to one opportunity to participate in this Sweepstakes. The Sweepstakes is open to residents of the United States who are USBC Youth Members as of April 15, 2011. Employees, officers or directors of Sponsor, its affiliates, subsidiaries, advertising and promotional agencies and the immediate family members or household members of such individuals are not eligible. Participation in any part of the Sweepstakes constitutes a participant’s agreement to be bound by these Official Rules. Participants agree to be bound by the decisions of the Sweepstakes judges and such decisions are final.

5. WINNER SELECTION AND NOTIFICATION: Tentative prize winners will be selected in random drawings to be held on or about two weeks after the Entry Period. Sponsor

will use reasonable efforts to notify the tentative Prize winner via Certified U.S. Mail and/or telephone and/or e-mail within fourteen (14) days of the drawing and at that time will provide Sponsor's Affidavit of Eligibility and Liability and Publicity Release (the "Release"). The notified person, at his or her discretion, may disclaim a prize by not claiming such prize or by not completing and returning to Sponsor the Release within fourteen (14) days and in such case an alternate tentative prize winner will be selected. This process will be repeated as necessary until such time as a tentative prize winner completes and returns to Sponsor the Sponsor's Affidavit of Eligibility and Liability and Publicity Release within fourteen (14) days. At such time, subject to verification by the Sweepstakes judges, a tentative prize winner for a particular prize will be deemed the prize winner for such prize. Except where prohibited by law, each prize winner further grants to the Sponsor the right to use the prize 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 and the Sweepstakes without further consideration and to release his or her name to persons requesting the names of the winners of the Sweepstakes. Prize won by a minor will be awarded to his or her parent(s) or legal guardian(s).

6. NAME OF WINNER: For the name of the prize winner, available one month after the end of the applicable Sweepstakes Period, send a self-addressed stamped envelope (except where not required by State law) to: Sweepstakes Winner's List at the Sweepstakes Address.

7. RELEASE AND LIMITATIONS OF LIABILITY: BY PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANTS AGREE TO RELEASE AND HOLD HARMLESS SPONSOR, ITS AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTIONAL AGENCIES, THE JUDGES, AND ITS AND THEIR OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS (THE "PROMOTION PARTIES") FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF PARTICIPATION IN THE PROMOTION 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 PROMOTION PARTIES' LIABILITY WILL BE LIMITED TO THE COST OF PARTICIPATING IN THE PROMOTION, AND IN NO EVENT SHALL THE PROMOTION PARTIES BE LIABLE FOR ATTORNEYS' FEES, PUNITIVE, CONSEQUENTIAL, DIRECT OR INDIRECT DAMAGES AND EACH PARTICIPANT WAIVES THE RIGHT TO CLAIM ANY DAMAGES WHATSOEVER.

8. CONDUCT: If for any reason this Sweepstakes 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 Sweepstakes, Sponsor, in its sole discretion, reserves the right to terminate or modify the Sweepstakes and/or to disqualify any individual who tampers with or attempts to tamper with the Sweepstakes or violates these Official Rules. Sponsor and Sweepstakes 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 Sweepstakes or downloading any materials in this Sweepstakes.

9. 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 Sweepstakes 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.

10. GENERAL. Sponsor is not responsible for lost, late, stolen, incomplete, illegible, inaccurate, undelivered, delayed, mutilated, postage-due or misdirected mail, correspondence, requests, claims or other errors or problems in connection with or relating to the Sweepstakes. All entries submitted become the property of the Sponsor and will not be returned. If for any reason the Sweepstakes is not capable of being conducted as contemplated in the Official Rules, Sponsor may terminate or modify the Sweepstakes. Sponsor and Sweepstakes judges may disqualify any entrant who tampers or attempts to tamper with the entry procedure or the Sweepstakes or violates these Official Rules. For additional copies of the Official Rules, please send a self-addressed stamped envelope to: Official Rules at the "Sweepstakes Address".