

**WM. WRIGLEY JR. COMPANY C-STORE “WRIGLEY’S RACING
EXPERIENCE” SWEEPSTAKES FULL OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. OPEN TO ALL LEGAL RESIDENTS CURRENTLY RESIDING IN THE 50 UNITED STATES (INCLUDING D.C.) WHO ARE AT LEAST 18 YEARS OF AGE AT THE TIME OF PARTICIPATION. VOID WHERE PROHIBITED.

1. TWO (2) WAYS TO ENTER: The Wm. Wrigley Jr. Company C-Store “Wrigley’s Racing Experience” Sweepstakes (the “Sweepstakes”) begins at 12:00:01 a.m. ET on 5/1/11 and ends at 11:59:59 p.m. ET on 9/30/11 (the “Promotion Period”). **There are two ways to enter:**

- a) **To Enter by Text Message:** Text the word “VROOM” to the short code “47766” to receive one (1) entry into the Sweepstakes. By entering via text, you consent to receive text messages from the Sponsor regarding this Sweepstakes. You will receive one (1) text message response for each entry. For help, text “HELP” to the short code. **Text messaging and data rates may apply to each message sent or received;** check your mobile plan for rates/details. Participation via text message may not be possible on all carriers; **OR,**
- b) **To Enter Online:** Visit www.WrigleysRacingExperience.com (the “Web site”) and follow the instructions to submit one (1) entry. You must provide your full name, date of birth, mailing address, daytime telephone number and e-mail address to enter online.

LIMIT: One (1) entry per person, per day, regardless of the method of entry. A “day” is defined as the 24-hour period beginning at 12:00:01 a.m. ET and ending at midnight each day during the Promotion Period. Each person may enter using only one (1) mobile phone number **OR** e-mail address per day, and such mobile phone number/e-mail address may only be used by one (1) person, regardless of whether the mobile phone number/e-mail address is shared by two (2) or more people. Any participant who uses more than one (1) mobile phone number or e-mail address to enter the Sweepstakes each day may be disqualified, and any prizes won may be forfeited at the Sponsor’s sole discretion. If more than one (1) entry is received from the same person, e-mail address or mobile phone number in a single day, only the first entry received will be considered valid. In case of a dispute as to the identity of any participant, entry will be declared made by the authorized account holder of the mobile telephone number or e-mail address used at the time of participation. “Authorized Account Holder” is defined as the natural person who is assigned a mobile telephone number by the wireless carrier as shown on the carrier’s billing records, or is the natural person assigned an e-mail address by an Internet access provider, service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Proof of submitting an entry does not constitute proof of delivery/receipt. Sponsor is not

responsible for lost, late, stolen, misdirected, incomplete or illegible entries. All entries become the exclusive property of the Sponsor and may not be acknowledged or returned. By entering, participants agree to be bound by these full Official Rules and the decisions of the judges, which shall be final, binding and conclusive on all matters. **All entries must be received by 11:59:59 p.m. ET on 9/30/11 to be entered into the Sweepstakes.**

2. PRIZES/ODDS: GRAND PRIZES (6): Six (6) Grand Prize winners will each receive a Richard Petty Driving Experience “King’s Experience” for winner and one (1) guest, who must be 18 years of age or older. Prize includes round-trip coach airfare for two (2) from the major airport nearest winner’s residence to a Richard Petty Driving Experience location that is closest to winner’s residence (Richard Petty Driving Experience location will be determined by Sponsor in its sole discretion); 3-day/2-night hotel accommodations (single room, double-occupancy; to be chosen by Sponsor); and \$750.00 (to be awarded in the form of a check made payable to winner) that winner may use for additional transportation or other expenses as they choose. Winner and guest are solely responsible for arranging for any additional transportation, if necessary. If winner resides within 200 miles of the Richard Petty Driving Experience location, as determined by Sponsor, round-trip ground transportation from winner’s residence to the location may be substituted for airfare at Sponsor’s sole discretion and no cash difference will be awarded. Each winner and guest must agree to adhere to any restrictions and/or terms and conditions for participation as required by Richard Petty Driving Experience. Participants must possess a valid U.S. driver’s license and must be able to operate a manual transmission vehicle in order to operate a vehicle at the driving experience. If any winner or guest does not meet the requirements of participation, that winner or guest may be required to participate as a passenger. Dates of travel are subject to availability and may not be changed once they are selected by winner and confirmed by fulfillment agent. Winner and guest must travel on the same itinerary and must be able to accept travel by December 31, 2012. Blackout dates may apply. Specific travel dates and arrangements are subject to availability. Trip must be booked through Sponsor’s designated agent at least 8 weeks in advance of departure. **Limit: One (1) prize per person.** Should any potential winner be unwilling or unable to accept prize for any reason, that prize will be forfeited in its entirety and an alternate potential winner will be randomly selected if feasible. **Approximate Retail Value (ARV) of Each Prize: \$4,908.00.** Actual retail value of each prize may vary depending on the city of departure and destination, and may fluctuate due to market conditions, changes in the value of components, and other reasons. Any difference between approximate retail value and actual value of prize will not be awarded. No substitutions or cash equivalent of prize or any portion of prize is permitted, except at the sole discretion of the Sponsor. Any costs/expenses not expressly stated herein, including, but not limited to, food and beverages, gratuities, merchandise, telephone calls, room service, laundry service, or additional travel or services not specifically stated above are the sole responsibility of each winner and guest. Sponsor makes no warranty with respect to any prize and is not responsible for flight cancellations/postponements or weather or track conditions. All taxes are the sole responsibility of the winner. Sponsor will report the value of each prize as required by law. **TOTAL ARV OF ALL PRIZES: \$29,448. Odds of winning depend on the**

number of eligible entries received. All prizes will be awarded if the number of eligible entries received is equal to or greater than the number of prizes available.

3. PRIZE DRAWINGS: Potential winners will be selected in a random drawing to be held on or about 10/07/11, from all eligible entries received. The drawing will be conducted by an independent judging agency whose decisions are final. Potential winners will be contacted by phone at the mobile phone number used to submit an entry or at the daytime telephone number given on their online entry form. Each potential prizewinner will be contacted on or about 10/11/11. If, after two (2) attempts, contact has not been made, prize will be forfeited and an alternate potential winner will be randomly selected, if feasible. Sponsor must reach potential winner; messages will not be left. Sponsor is not responsible for suspended or discontinued phone service that may result in a potential winner not receiving initial prize notification. If any prize or prize notification is returned as undeliverable, prize will be forfeited and an alternate potential winner will be selected.

4. ELIGIBILITY: NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. OPEN TO ALL LEGAL RESIDENTS CURRENTLY RESIDING IN THE 50 UNITED STATES (INCLUDING D.C.), WHO ARE AT LEAST 18 YEARS OF AGE AT THE TIME OF PARTICIPATION. Employees (and household family members of such employees) of Sponsor and each of its respective parents, affiliates, subsidiaries and its advertising, promotion and fulfillment agencies, and its affiliates are not eligible. Void where prohibited or otherwise restricted by law. All federal, state and local laws and regulations apply. Each potential winner will be required to complete an Affidavit of Eligibility, Liability/Publicity Release and a Travel Release. If any winner is an eligible participant but a minor in his/her state of residence, prize will be awarded in the name of winner's parent/legal guardian, who must sign and return all required documentation. **Guest of winner must be 18 years of age or older and must complete a Liability/Publicity Release and a Travel Release.** If any guest is a minor in his/her state of residence, releases must be signed by guest's parent/legal guardian. All documents must be returned within ten (10) days of receipt or that potential prizewinner will be disqualified and, if feasible, an alternate potential winner will be randomly selected. Valid taxpayer ID or Social Security number may be required from winner or parent/legal guardian when accepting a prize. A 1099 form may be issued to each winner or parent/legal guardian.

5. RELEASE OF LIABILITY/PUBLICITY: By accepting a prize, each winner (or parent/legal guardian) consents to the use of winner's name, photograph, voice recording and likeness for publicity purposes by Sponsor without additional compensation or permission, where permitted by law. Except where prohibited, by participating in this Sweepstakes, each entrant agrees to release and hold harmless the Sponsor, and each of its respective parents, subsidiaries and affiliated companies and each of their respective officers, directors, employees, agents, licensees, and assigns, and sponsors, advertisers, partners and agencies from, and against, any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors, transmission

defaults or interruptions related to computers, mobile phones, software, servers, or telephone or network lines; (c) computer server or telephone service failure and/or delayed, garbled or corrupted data transmitted by entrants; (d) printing or typographical errors; (e) errors in the administration of the Sweepstakes or the processing of entries; (f) late, lost or undeliverable mail, e-mail, text-messages or shipments; or (g) injury or damage to person(s) or property that may be caused, directly or indirectly, in whole or in part, from an entrant's participation in the Sweepstakes, or receipt or use of a prize.

6. GENERAL: Any prizes depicted on promotional packaging, point-of-sale, or otherwise in connection with this Sweepstakes are for illustrative purposes only and may not be the actual prize awarded or received. Sponsor is not responsible for printing or typographical errors in any Sweepstakes related materials. Sponsor and its affiliates, subsidiaries, parent company and agencies assume no responsibility for any loss or damage to any participant's or to any other person's computer or mobile device relating to, or resulting from, playing or downloading any information or software in connection with the Sweepstakes. Sponsor and its agents are not responsible for technical, hardware, software or telephone/Internet malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user, or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any human or other errors that may occur in connection with the Sweepstakes. Any attempts by an individual to access the Web site, mobile site or Sweepstakes technology via a bot script robotic program, script, macro, brute-force attack, or other automated means will result in that individual's mobile phone number and/or e-mail address becoming ineligible and such entries disqualified. Sponsor further reserves the right to disqualify any individual who tampers with the entry process or attempts to defraud the Sweepstakes in any other way. Sponsor may prohibit a participant from entering the Sweepstakes or accepting a prize if it determines that said participant is attempting to undermine or has undermined the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair practices or intending to abuse, threaten or harass other participants. If, for any reason, the Sweepstakes is not capable of being conducted as planned; or if the Sweepstakes becomes corrupted or does not allow the proper execution of the Sweepstakes and/or processing of entries in accordance with these full Official Rules for any reason; or, if tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the sole opinion of Sponsor, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify or suspend the Sweepstakes and conduct a random drawing from all non-suspect eligible entries received prior to termination to select potential winners. Any attempt by an entrant or any other individual to deliberately damage, interfere with, or undermine the legitimate operation of this Sweepstakes is a violation of criminal and/or civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these full Official Rules shall not constitute a waiver of that provision.

7. PRIVACY: By entering the Sweepstakes, you agree to Sponsor's use of your personal information as described in the Sponsor's Privacy Policy, located at <http://www.wrigley.com/wrigley/privacy.asp>.

8. WINNERS LIST: For a list of winners, send a self-addressed, stamped envelope by 9/30/11 to: Wrigley's Racing Experience WL, P.O. Box 7430, Wilton, CT 06897-7430.

9. SPONSOR: Wm. Wrigley Jr. Company, Chicago, IL 60611.

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