

INRICH.COM TICKETS SWEEPSTAKES

OFFICIAL CONTEST RULES

1. No purchase is necessary to enter or win.
2. You must be at least eighteen (18) years old and a legal resident of Virginia at the time of entry to win.
3. Sweepstakes is subject to all federal, state and local laws. Void where prohibited by law. By entering, participants agree to these Official Rules.
4. Seventeen (17) winners will each win two (2) tickets to the Chevy Rock & Roll 400 NASCAR® NEXTEL Cup Series Race scheduled to be held on September 8, 2007 at Richmond International Raceway®. Total number of tickets to be given away is thirty-four (34).
5. Only one (1) entry per person.
6. Sweepstakes begins on August 5, 2007, at 12:00 a.m. Eastern Standard Time and ends on August 22, 2007, at 6:00 p.m. Standard Time.
7. The geographic scope of this promotion is the Commonwealth of Virginia. The Sponsors of this sweepstakes are Media General Operations, Inc. d/b/a inRich.com and The Richmond Times-Dispatch.
8. The odds of winning depend on the number of entries received.

PRIZES

9. Description of prizes: Seventeen (17) winners will each win two (2) tickets to the Chevy Rock & Roll 400 NASCAR® NEXTEL Cup Series Race on September 8, 2007 at Richmond International Raceway®.
10. All federal, state and other taxes relating to any prize, and any other travel, or hotel accommodations or other expenses relating to any prize, is the sole responsibility of the winner.
11. Prizes are not transferable, substitutable, or exchangeable for cash except that inRich.com in its discretion may substitute a prize of equal or greater value. Any such changes will be announced. If the winner fails to meet any eligibility requirement herein, an alternate winner will be chosen by random drawing to be held as soon as reasonably practicable after initial winner is determined to be ineligible. Alternate winner is subject to all eligibility requirements and restrictions of these Official Rules. In order to claim prize, additional releases and/or waivers of liability required by Richmond International Raceway, Inc. and/or any applicable sanctioning body shall also be required as appropriate.

ELIGIBILITY

12. No purchase necessary to enter or win.
13. All winners must be at least eighteen (18) years old and legal residents of Virginia at the time of entry.
14. Employees of inRich.com, the Richmond Times-Dispatch, Media General Operations, Inc., Richmond International Raceway, Inc., The Goodyear Tire & Rubber Company, participating Richmond Goodyear Retailers, and of the affiliates, subsidiaries, distributors, suppliers, franchisees, promoters, and agents of any of these, and the immediate families of the employees of any of these, are not eligible.

TO PLAY

15. To enter, visit www.inRich.com to print out an official entry form, fill it out, and then drop it off at any participating Goodyear location, as listed on the entry form. To be eligible for the drawing, entries must be received by Goodyear no later than close of business August 22, 2007. Participants who fail to provide the required information will not be notified by inRich.com.
16. Winners will be selected by random drawing on or about August 24, 2007.
17. If your name is selected as a winner, you will be contacted in accordance with the information you supplied. Winners may be verified over the telephone at the time and will be asked to come to the Richmond area Goodyear location at which they entered, where each winner must provide valid identification and execute an affidavit of eligibility. Valid identification includes a valid driver's license or other valid picture ID showing name and address. Faxes will not be accepted. The winners may also be required to sign other legal documents, including tax forms and a release supplied by inRich.com, which, among other disclaimers, releases inRich.com, the Richmond Times-Dispatch, Media General Operations, Inc., The Goodyear Tire & Rubber Company, participating Richmond Goodyear Retailers, and a range of their subsidiaries, directors, agents, agencies, affiliates, franchisees, promoters, officers, directors, employees and related persons, Richmond International Raceway, Inc., its parent, subsidiary and affiliate companies and their respective officers, shareholders, directors, members, employees, agents and assigns from any and all liability related to this Sweepstakes and the receipt and use of the prize. The information contained in the entry forms becomes the property of the Richmond Times-Dispatch to be used in accordance with the Media General privacy statement, found at inRich.com. If sponsor is unable to speak directly to a Prize winner within seven (7) days

of initial attempt, inRich.com in its sole discretion may disqualify that winner and select an alternate winner or remove the prize from the sweepstakes.

18. inRich.com, the Richmond Times-Dispatch, Media General Operations, Inc., and their affiliates, subsidiaries or agencies will not be responsible for the inability to select winners because of equipment or data storage failure.

MISCELLANEOUS

19. All federal, state and local laws apply. inRich.com shall be entitled to interpret these rules as needed – including but not limited to rules regarding entries, selection of winner, deadlines, and eligibility – and all of its decisions are final. By entering, participants agree to these Official Rules. inRich.com reserves the right to cancel, terminate or suspend this Sweepstakes or any part of this Sweepstakes should any non-authorized intervention, network failure, information storage failure, telecommunications failure, malfunction, or other causes beyond its control, corrupt or impair the security, administration, fairness and/or operation of this Sweepstakes as determined by the inRich.com in its sole discretion. Sponsors are not responsible for lost, interrupted, or unavailable network, server, or other connections, or for any failed telephone or computer hardware or software, or for any failed, delayed, misdirected, corrupted, or garbled transmissions or errors of any kind, whether human, mechanical, or electronic, or for entries that for any reason are not received by Goodyear or inRich.com by the deadline stated above. Sponsors are also not responsible for any injury or damage to any computer, modem or other electrical device as a result of participation in this sweepstakes or downloading of any software or materials.

20. For a list of winners, send a self-addressed stamped envelope by mail to: "Sweepstakes Winners", c/o inRich.com, Attn: Melissa Woodard, 300 E. Franklin Street, Richmond, Virginia, 23219 after August 21, 2007.

21. For a copy of the Official Rules, go to inRich.com, or send a self-addressed stamped envelope to: "Sweepstakes Rules", c/o inRich.com, Attn: Melissa Woodard, 300 East Franklin Street, Richmond, Virginia 23219.

22. By winning, contestants agree to award Sponsors and The Goodyear Tire & Rubber Company the right to publicize their names, photographs (including the use and appearance of winner's photograph on Sponsors' web pages), likenesses, biographical information, e-mail address, voices and details of winning for purposes of this and future promotions without further compensation.

23. Any person attempting to defraud or tamper with this Sweepstakes in any way will be ineligible for prizes and may be prosecuted to the full extent of the law.

24. Overall chances of winning are dependent upon the number of entries.

25. Richmond International Raceway, Inc. is not a sponsor of this promotion.

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BY PARTICIPATING IN THIS CONTEST, PARTICIPANTS AGREE THAT GOODYEAR AND THEIR RESPECTIVE AFFILIATES, PARENTS, SUBSIDIARIES, AGENTS AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, THEIR ADVERTISING OR PROMOTION AGENCIES, NHRA, VESPIA TIRE CENTERS INC., AND LEGAL COUNSEL WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY PARTICIPANTS AGAINST, ANY LIABILITY FOR INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE, ENTRY OR PARTICIPATION IN THIS SWEEPSTAKES INCLUDING RELATED ACTIVITY, OR CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY OR MERCHANDISE DELIVERY. SPONSOR IS NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO TRAVEL CANCELLATIONS, DELAYS OR INTERRUPTIONS DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER OR TERRORISM.