

## AMF "Holiday Scratch Game" Official Rules

1. NO PURCHASE NECESSARY. Making a purchase will not increase your chances of winning. Many will play the game, but few will win a prize. Everyone not winning a prize will receive a discount offer. "Holiday Scratch Game" (the "Game") starts November 14, 2008 and ends in participating AMF Bowling Centers on January 12, 2009 ("Game Period") or upon distribution of all game cards, whichever occurs first. Game cards are available at participating AMF Bowling Centers (approximately 300 Centers are expected to participate) and by mail request, as described in Rule 3, below.

2. ELIGIBILITY: Game is open to legal residents of the 50 United States and the District of Columbia. Game is void elsewhere and where prohibited by law. Employees of AMF, its affiliates, subsidiaries, printers, advertising and promotion agencies and the officers, directors and agents of each of the foregoing (collectively, the "Game Entities"), and members of the immediate families (defined as spouse, mother, father, sisters, brothers, sons and daughters, and each of their respective spouses) or households of (whether related or not) of any of the above, are NOT eligible to participate.

3. There are two ways to obtain an official "Holiday Scratch Game" game card ("game card"): Either 1) Get a game card when you make a bowling game purchase at participating AMF Bowling Centers during the Game Period, while supplies last; or 2) Get a game card by mail during the Game Period, while supplies last, by sending a hand printed self-addressed, stamped envelope to: "Holiday Scratch Game" Free Game Card Request, c/o AMF Bowling Centers Marketing Dept. 7313 Bell Road, Mechanicsville, VA 23111. VT residents may omit return postage. Limit one game card per request; one request per outer mailing envelope. No facsimile or mechanically reproduced requests allowed. Game card requests by mail must be postmarked on or before January 12, 2009 and received by January 19, 2009. A total of approximately 1,700,650,213 game cards will be printed and made available for distribution.

4. HOW TO PLAY, PRIZE/DISCOUNT DESCRIPTIONS AND ODDS OF WINNING/RECEIVING: Scratch off the indicated area on the front of your game card to reveal either a prize message or discount offer. (See Rule 6 below, for procedures regarding game card verification and instructions on how to claim prizes.)

The available Instant Win prizes, the quantities of each, their respective values and approximate odds of winning each ("Odds") are as follows: Six (6) Digital Music Player – Odds 1: 275,036 (Approximate Retail Value "ARV": \$230 each); Seven (7) Brookstone Gift Card - Odds 1: 235,745 (ARV \$200); Fifty (50) AMF Fun Packs – Odds 1:33,004 (ARV \$50 each); Fifty (50) AMF \$100 Gift Cards – Odds 1:33,004 (ARV \$100 each); One-Hundred (100) AMF Group Bowl Package – Odds 1: 16,502 (ARV \$40 each). Three Hundred Thousand (300,000) Free Game of Bowling – Odds 1: 6 (ARV \$4 each). Total ARV of all available prizes: \$1,214,280

If the scratch-off area on your game card does not reveal a prize message, it will reveal a Discount Offer. The available Discount Offers, the quantities of each, and approximate odds of receiving each ("Odds") are as follows: One –Hundred Fifty Thousand (150,000) \$2 Off Gio's Team Pizza – Odds 1: 11; Three-Hundred Thousand (300,000) \$2 Off One Xtreme Bowling Game or Bowling Session – Odds 1:6; Three-Hundred Thousand (300,000) Free Shoe Rental with Purchase of a Bowling Game – Odds 1:6; Six -Hundred Thousand (600,000) One Free Game of Bowling With One Paid Game – Odds 1:3. (See Rule 7, below, for conditions and restrictions regarding discount offers).

Further prize details: "Group Bowl Package" is defined as One Free Game of bowling for each person in your group up to ten people. (See Rule 7 below for Free Bowling Game Coupon restrictions). "AMF Fun Pack" prize is defined as two (2) hours of bowling and shoe rental for up to 6 people, one (1) large pitcher of soda fountain drink, one(1) large popcorn. No unclaimed prizes will be awarded.

5. Prizes and discount offers may not be transferred, substituted or redeemed for cash except as provided herein. AMF may substitute a prize or discount offer of equal or greater value if an advertised prize or discount offer becomes unavailable. Any federal, state and local income taxes on prizes are the sole responsibility of each prizewinner.

6. Prize/Discount Claims and Verification: All prize awards and discount offers are subject to verification of the potential winner's/recipient's eligibility and of the game card presented for prize or discount claim by AMF Bowling Centers Inc., whose decisions are final in all matters relating to this game. If you have a prospective Instant Win prize winning game card, sign the back of the original game card and send the signed, original game card, along with your first name, last name, complete address (no P.O. Boxes), city, state, zip code, daytime and evening phone numbers and birth date hand-printed on a 3" X 5" piece of paper, in an appropriate envelope to: "Holiday Scratch Game" Winner Verification, c/o AMF Bowling Centers Marketing Dept. 7313 Bell Road, Mechanicsville, VA 23111. Keep a photocopy of your prospective winning game card for your files. Discount offers must be submitted for redemption on or before February 16, 2009. All prize claims must be postmarked by February 16, 2009 and received by February 23, 2009.

7. PRIZE / DISCOUNT OFFER CONDITIONS & RESTRICTIONS: Game cards containing discounts on Bowling, Shoe Rental and Gio's Pizza must be redeemed at participating AMF Bowling Centers on your next visit by presenting and surrendering game card to an authorized AMF employee. Note: Bowling discounts include \$2 Off Xtreme Bowling and Buy One Game of Bowling, Get A Second Game Free offers. Limit one discount offer redemption per person/transaction per day. Game cards may not be combined with any other offers or discounts. Bowling offers subject to lane availability. All prize/discount claims are subject to verification. Any prize won by a minor will be awarded to a parent or legal guardian on behalf of the minor. Prizes and discount offers are not valid at AMF "300" Brand locations. Free game coupons are not valid during Xtreme, league, birthday parties, group events or tournament bowling; rental shoes not included. Free shoe rental discount offer good for up to 4 pairs of shoes per coupon, one pair per paid game of bowling per day. \$2 off Xtreme game or session discount offers valid for up to 4 people per coupon.

8. GENERAL: AMF Bowling Centers Inc. ("AMF" or "Sponsor") is not responsible for late, lost, damaged, misdirected, incorrectly addressed, incomplete, illegible, undeliverable, destroyed, or postage-due prize claims, game card requests or mail. Game cards are null and void and will be rejected if not obtained in accordance with these rules through authorized, legitimate channels, or if they are from other games, or if any part is counterfeited, illegible, mutilated or tampered with in any way or if they contain or reflect printing, production, typographical, mechanical, seeding or other errors. All game cards and requests submitted become the property of AMF and will not be returned or acknowledged, except as provided herein. AMF's liability for game cards containing or reflecting printing or other errors is limited to replacement with another game card while supplies last. If a printing or other error results in more winning game cards in distribution of a given prize category than stated in the Official Rules, then a random drawing may be held from among those claiming such prizes to award the correct published number of prizes in that category. Game is subject to all applicable federal, state and local laws and regulations. By participating in this Game, participants (or their parents or legal guardians if participants are minors) agree to be bound by these Official Rules and the decisions of AMF Bowling Centers Inc., which shall be final. By entering, all participants (or their parents or legal guardians if participants are minors) also agree to release, discharge, indemnify and hold harmless AMF and its affiliates, subsidiaries, advertising and promotion agencies and the officers, directors and agents of each of the foregoing (collectively, the "Releasees"), 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 or in connection with the acceptance, possession, misuse and use of any prize or discount offer or participation in any Game-related activity or participation in this Game or any typographical or other error in the printing/production of game cards, ads in connection with the Game or announcement of any prize winner. Any person attempting to defraud or in any way tamper with the Game will be ineligible for prizes or discounts and may be prosecuted to the full extent of the law. Except where prohibited by law, accepting a prize constitutes permission for the Game Entities to use each winner's name, likeness, statements, biographical information, voice, and address (city and state) worldwide and in all forms of media, including but not limited to the Internet, in perpetuity, without notice, limitation, review or further compensation.

CAUTION: ANY ATTEMPT BY ANY PERSON TO CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, AMF RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

By participating in this Game, participants (or their parents or legal guardians if participants are minors) give their express permission to be contacted by AMF by telephone, e-mail and/or postal mail, as permissible, for Game purposes and for purposes relating to special offers.

9. WINNERS LIST/RULES: For a list of Instant Prize winners or a set of the Official Rules, send a self-addressed, stamped envelope to: "Holiday Scratch Game" "Winners List" or "Rules", c/o AMF Bowling Centers Marketing Dept. 7313 Bell Road, Mechanicsville, VA 23111. Please specify "rules" or "winners list", as appropriate, on the front of your outer mailing envelope, in the lower left-hand corner. VT residents may omit return postage from Rules requests.

10. This Game is sponsored solely by AMF Bowling Centers Inc. Mechanicsville, VA.

Game Administrator: Leading Edge Promotions, Norcross, GA.

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