

**“Win the Ultimate PIR RV Tailgate with Crown Royal Sweepstakes”
OFFICIAL RULES**

NO PURCHASE NECESSARY. MUST BE 21 YEARS OF AGE OR OLDER TO ENTER, AND A PERMANENT LEGAL RESIDENT OF THE STATE OF ARIZONA. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW.

1. To Enter: This sweepstakes begins at 12:01 a.m. (MST) on January 15, 2010, and ends at 11:59:59 p.m. (MST) on February 20, 2011. There are two (2) ways to enter the Sweepstakes. Entry method #1: To enter via mail, please send your name and address, date of birth and telephone number to **DIA13932 - Win the Ultimate PIR RV Tailgate with Crown Royal Sweepstakes**, C/O Avid Marketing Group, P.O. Box 1008, Rocky Hill, CT 06067-1008. Entry method #2: Send a text message with the word “CROWN” from your handset addressed to 839863. You will be asked to verify your age, name and address you currently reside. Once you send the text message, you will be automatically entered into the Sweepstakes. You will be charged for all text messages sent and received from your handset according to the terms in your individual Calling Plan with your cellular provider. All entries must be received no later than 11:59:59 p.m. on February 20, 2011. One entry per household. Multiple entries will automatically result in disqualification. All entries become the sole property of the Sponsor and receipt of entries will not be acknowledged or returned. No alterations or forged entries are permitted. All entrants must have a text messaging two-way capable handset and digital service in order to enter the Sweepstakes using the text messaging method. Prize will be awarded to the name corresponding to the phone number from which the text message originated. Standard text messaging fees apply. Please consult your wireless service provider regarding your pricing plan. Not all cellular phone providers carry necessary service to participate. Check your phone capabilities for specific text messaging instructions. Text messaging service is not available in all areas.

By participating in this Sweepstakes all entrants authorize Sponsor to provide their text messaging address. Information collected in connection with this Sweepstakes will be used in accordance with Sponsor’s privacy policy and these Official Rules. In the event of any discrepancy between the privacy policy and these Official Rules, the privacy policy shall control and govern. To review Sponsor’s privacy policy, please go to captainmorgan.com. Sweepstakes is intended for participation in the United States only and shall be construed only according to United States law. Entrants agree the Sweepstakes is governed by NY law. By participating in the Sweepstakes, you authorize Sponsor and Vibes to communicate with you by text messaging for the duration of the sweepstakes.

Sponsor is not responsible for technical difficulties, telephone or cell phone service disruptions or other equipment or service issues which might affect the ability of the entrant to enter or the ability of the Sponsor to notify the winner. Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible, incomplete, incorrect or postage-due mail, entries or other Sweepstakes materials, all of which are void. Facsimiles or mechanical reproductions will not be accepted. All entries become the property of the sponsor and will not be returned.

2. Prizes: Four (4) Grand Prizes will be awarded. The winner and two (2) guests will receive entry to Phoenix Raceway on February, 27, 2011; an Infield Luxury RV (to accommodate winner and two (2) guests) on Raceday (February 27, 2011); a ride in the event Pace car; catered breakfast & lunch; personal Meet & Greet with Matt Kenseth; and a Crown Royal #17 Goodie Bag. Approximate Retail Value of each Prize is \$2,000.00. Approximate Retail Value of all Prizes: \$8,000.00. In order to claim prize, additional releases and/or waivers of liability required by Diageo Americas, Inc., the Phoenix Raceway, Nascar/Turner Sports Interactive, Inc. and/or any applicable sanctioning body shall also be required as appropriate. If winner cannot attend the race on February 27, 2011, prize will be forfeited and no alternate winner will be selected. Sponsor is not responsible for any amendments to the date of the race that may be made by Nascar.

3. Winner Determination: Winner will be determined in a random drawing on or about February 21, 2011, by an independent organization whose decisions will be final in all matters relating to this sweepstakes. Odds of winning

will be determined by the total number of eligible entries received. The winner will be notified by phone or email on the above date, and will be required to sign an affidavit of eligibility and liability release within five (5) days of notification or prize will be forfeited and may be awarded to another winner at sponsor's sole discretion. If winner cannot be located or does not respond to attempt to be contacted within five (5) days, prize will automatically be forfeited and an alternate winner may be selected at sponsor's sole discretion. Except where prohibited, acceptance of prize constitutes winner's consent to use of his/her name, likeness and biographical data for advertising and promotional purposes without additional compensation. Void where prohibited, taxed or restricted by law.

4. Eligibility: This sweepstakes is open only to residents of Arizona who are 21 years of age at the time of entry. Employees of the following entities and members of their families or households are not eligible for participation under any circumstances: Diageo Americas, Inc., Avid Marketing Group, Phoenix Raceway, Nascar /Turner Sports Interactive, Inc., and its respective affiliates, printers, advertising and promotion agencies, alcohol beverage suppliers, importers, wholesalers, distributors or retailers. All federal, state and local laws apply.

5. General Conditions: Entry in the Sweepstakes constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules. No substitution of prize or cash equivalent except at Sponsor's sole discretion. Cash equivalent may be less than the approximate retail value of the prize. Prize is non-transferable except at the sole discretion of the Sponsor. All federal, state and local taxes on the prize are winner's sole responsibility. By accepting the prize, winner waives the right to assert as a cost of winning said prize, any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking said prize. Winner's guests be also be 21 years of age or older and sign a Guest's Liability and Publicity Release. It is the winner's sole responsibility to arrange transportation to and from the major airport nearest winner's residence. Sponsor reserves the right to conduct a background check of any criminal records of the prize winners and travel companions. To the extent necessary and permitted by law, prize winners and travel companions shall authorize this background check. Sponsor reserves the right, at its sole discretion, to disqualify prize winners and/or travel companions from any prize element, based on the background check. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize.

Entrants hereby agree to indemnify and hold Sponsor harmless from and against any third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses, including attorney fees and court costs, arising out of any breach or alleged breach of any of the warranties and representations set forth above.

The value of the prize won by a participant under the contest may be taxable as income to its winner. Winner is solely responsible for any and all taxes and/or fees associated with the prize. Winner will be issued an IRS Form W-9 with the Affidavit of Eligibility and Release and a subsequent IRS Form 1099. Upon receipt of a prize, the winner shall be required to comply with any and all applicable federal, state and local law, rules and regulations.

In consideration of the undersigned's receipt of any prize, prize winner for himself or herself and his or her guests, heirs, personal representatives and assigns shall voluntarily and knowingly completely and forever shall release, waive and discharge Sponsor and all related parties from and against any and every kind of claim, demand, injury, costs, attorney fees, right, liability or cause of action or other liabilities of whatever kind or nature, known or unknown, absolute or contingent, and whether or not fixed, which the prize winner ever had, now has or might in the future have arising in any way or related to this Sweepstakes, including, but not limited to, prize winner's participation in the Sweepstakes; prize winner's Sweepstakes entry; use of prize winner's name, likeness, biographical information, signature, image or likeness; prize winner's receipt, use or inability to use any prize or part thereof, including but not limited to injury or loss sustained in any travel related to the prize; financial claims; physical and/or emotional injury; and/or any other legal claim that may arise, whether under contract, tort, warranty or any other theory or claim.

Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion at any time without notice or further obligation.

6. Text Message Entry Conditions: By participating in this Sweepstakes all entrants authorize Sponsor to provide their text messaging address. Information collected in connection with this Sweepstakes will be used in accordance with Sponsor's privacy policy and these Official Rules. In the event of any discrepancy between the privacy policy and these Official Rules, the privacy policy shall control and govern. To review Sponsor's privacy policy, please go to <http://crownroyal.com/PrivacyPolicy.htm>. Sweepstakes is intended for participation in the United States only and shall be construed only according to United States law. Entrants agree the Sweepstakes is governed by CT law. By participating in the Sweepstakes, you authorize Sponsor to communicate with you by text messaging for the duration of the sweepstakes. In case of dispute as to identity of entrant, entry will be declared made by the authorized account holder of the cellular provider. "Authorized Account Holder" is defined as the natural person who is assigned a number by the cellular provider or as shown on the cellular provider's records. Sponsor and its agencies are not responsible for SMS entries not received due to lost, failed delayed or interrupted connections or miscommunications, or to other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of entries. Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by any human or technological error that may occur in the processing of entries in this Sweepstakes. Any other attempted form of entry not specified herein is prohibited; no automatic, programmed; robotic or similar means of entry are permitted.

7. Winner's List: For a list of winners, please send a self-addressed stamped envelope to **DIA13932 - Win the Ultimate PIR RV Tailgate with Crown Royal Sweepstakes**, C/O Avid Marketing Group, P.O. Box 1008, Rocky Hill, CT 06067-1008

Sponsor: Diageo Americas, Inc., Norwalk, CT

CROWN ROYAL Blended Canadian Whisky. 40% Alc/Vol. (c)2011 The Crown Royal Company, Norwalk, CT.

FOR EVERY KING, A CROWN.® PLEASE DRINK RESPONSIBLY