



**“\$100,000 PICK 3”
PRIZE PROMOTION
OFFICIAL RULES
(Updated 9/16/10)**

- 1. Eligibility:** This promotion is open to all active members of the Finger Lakes Gaming & Racetrack Player Extras Club, who are 18 years old or older, and abide by the rules and regulations of the Player Extras Club. Employees of Finger Lakes Gaming & Racetrack; its subsidiaries and affiliates; people key licensed by the New York State Division of the Lottery; people licensed by the NY State Racing & Wagering Board as on-the-grounds employees; vendors directly associated with this contest, their subsidiaries, affiliates and agencies; and any immediate family members residing in the same household of any of the foregoing individuals are ineligible to participate in the program. Any licensee, registrant, contractor, subcontractor, consultant, officer, or employee of a contractor, subcontractor, licensee, registrant or consultant, that is directly involved in the operation or observation of video lottery gaming or drawings, or the processing of video lottery gaming prize claims or payments is ineligible to participate in the program. All federal, state and local rules and regulations apply. Void where prohibited or restricted by law. By entering this contest, participants agree to abide by all terms of these official rules.
- 2. Sponsor:** (as defined below), Finger Lakes Gaming & Racetrack, their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents are not responsible for any incorrect or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online system, computer equipment, servers, providers, software or satellite transmission, including any injury or damage to participant or any other person relating to or resulting from participation in this program. Furthermore, neither the Sponsor nor any of the aforementioned are responsible for theft, tampering, destruction, or unauthorized access to, or alteration of applications; data processing that is processed late, incorrectly, or is incomplete or lost due to computer or electronic malfunction; printing or other errors; or any combination thereof. False and/or deceptive entries or acts shall render participants ineligible.
- 3. Promotion Type:** A portion of this promotion is insured through a third party vendor. All game pieces will be produced in partnership with this entity. Rules and regulations from the third party vendor for the promotion will be used in conjunction with Finger Lakes Gaming & Racetrack rules and regulations.
- 4. Contest Period:** September 7 – October 2, 2010 during regular Player Extras Club hours.
- 5. Method of Entry:** Beginning at 10am on Tuesday, September 7, 2010 through 9pm Saturday, October 2, Player Extras Members who check in at Player Extras may receive one \$100,000 Pick 3 Game Piece. In addition, Members that earn 10 base points on their Player Extras card any day within the promotion period may check in to receive one additional \$100,000 Pick 3 Game Piece. Members may only receive one additional game piece per day for earning 10 points, and points must be earned in the same day as game piece is awarded.

Members may scratch three (3) out of a total of nine (9) squares per game piece. If a Member matches all three (3) squares, they will win that designated prize. If more than three (3) squares are

scratched on any given game piece, the game piece is invalid. All prizes must be redeemed at Player Extras by end of Player Extras business day, Sunday, October 3rd (Monday, October 4th at 2am).

In addition, all Player Extras Members who receive a \$100,000 Pick 3 game piece throughout the promotion period receive an entry into the \$100,000 Pick 3 Guaranteed Winners Drawing for each game piece they receive during the promotion. The drawing will take place on October 2 at 10pm. Members must activate their entries on the day of the drawing from 10am-9pm by playing any video gaming machine with their own Player Extras Card inserted to be eligible for the drawing. No duplicates, reproductions, or facsimiles will be accepted.

Members may also receive multiple entries in the following ways:

- A. Pick 3 Bonus Days:** Player Extras Members who check into Player Extras on designated Pick 3 Bonus Days during the promotion period may receive two (2) \$100,000 Pick 3 Game Pieces. In addition, Members that earn 10 base points on their Player Extras card may receive three (3) additional game pieces. Members may only receive three (3) additional game pieces per Pick 3 Bonus for earning 10 points, and points must be earned in the same day as game piece is awarded.
 - B. Purchase of Pepsi Products:** Guests who are Player Extras members and purchase a large Pepsi product fountain drink at any outlet within Finger Lakes Gaming & Racetrack, anytime during the promotion, may bring their receipt to Player Extras to receive one (1) additional game piece. Limit of two receipts presented for game pieces per day. Receipt presented must have been generated the same business day as being presented for game piece.
 - C. Bonus Game Piece Scratch-Off Prize:** Guests may scratch off a prize for an additional game piece.
 - D. Social Media:** Player Extras Members that follow us on Facebook and/or Twitter may receive offers to receive bonus \$100,000 Pick 3 game pieces throughout the promotion period. Offers valid for the date specified.
 - E. Email Blasts:** Player Extras members who have already signed up to receive email offers may receive an email offer for bonus \$100,000 Pick 3 game pieces on the dates specified. Offers valid only for dates specified.
 - F. Direct Mail Offers:** Select Player Extras Members may receive a special offer via mail to redeem at the Player Extras Club during a designated day for bonus \$100,000 Pick 3 Game Pieces. Bonus amount and dates will be specified on the offer.
 - G. Club 55 Bonus:** Player Extras Members (55+) who check into Player Extras on Tuesdays during the promotional period may receive two (2) \$100,000 Pick 3 Game Pieces.
 - H. Jackpot Winners:** Members may receive 5 bonus game pieces by winning a jackpot of \$600 or more and presenting the Jackpot Receipt issued by the cashier to Player Extras.
 - I. New Members:** New Player Extras Members may receive 3 bonus game pieces when they join the Player Extras Club during the promotion period.
6. **Prizes:** Player Extras Members have the chance to win instant prizes by matching three (3) squares on the \$100,000 Pick 3 game piece.
- a.** There is one (1) \$50,000 grand prize that if won, is subject to verification and approval by a third party prize provider.

b. The following are the instant win prizes that may be won with the scratch off portion:

- i. **\$5 Free Play**
- ii. **\$10 Free Play**
- iii. **\$25 Free Play**
- iv. **\$50 Free Play**
- v. **\$100 Free Play**
- vi. **\$500 Free Play**
- vii. **One (1) NY Lottery Instant Game Ticket**
- viii. **Two (2) NY Lottery Instant Game Tickets**
- ix. **Various Pepsi Merchandise**
- x. **\$50,000 Cash**
- xi. **One (1) Bonus \$100,000 Pick 3 Game Piece**

7. **\$100,000 Pick 3 Guaranteed Winners Drawing:** On October 2 at 10pm, there will be a \$100,000 Pick 3 Guaranteed Winners Drawing with two (2) winners each receiving \$5,000 and ten (10) winners receiving \$1,000. All Player Extras Members who receive a \$100,000 Pick 3 game piece throughout the promotion period receive an entry into the \$100,000 Pick 3 Guaranteed Winners Drawing for each game piece they receive. Participants must play with their own Player Extras Card inserted into any video gaming machine on the day of the drawing between 10am-9pm to activate their entries and become eligible for the 10pm electronic drawing. Winners need not be present at the drawing to win, however if the winners are present within 5 minutes of their name being announced, they will receive a Be There Bonus. The two \$5,000 winners will each receive a bonus of \$500 if they are present, and the ten \$1,000 winners will each receive a bonus of \$100 if they are present.

The drawing will be conducted using the Electronic Quickdraw module of the Casino Marketplace player tracking system. All eligible entries are placed into a pool on the date of the drawing, and names will be randomly selected via the Quickdraw module. A final report illustrating all activity with the Electronic Quickdraw will be printed and kept on file.

8. **Prize Acceptance:** All costs/expenses incurred in accordance with the prize awarded (if applicable) are the responsibility of the winner to pay. Winner is responsible for all sales and income taxes. By accepting their prize, winner acknowledges any and all restrictions, expiration dates and liabilities. Winners may be required to complete, execute and return an Affidavit of Eligibility/ Release of Liability and (except where prohibited) a Publicity Release and a completed IRS W-9 form within 14 days of issuance. Failure to return all required documents in this time period may result in the winner being disqualified and an alternate winner selected. No substitution for a prize by the winner will be permitted unless otherwise stated in the official rules. If necessary due to unavailability, a prize of equal or greater value will be awarded at the discretion of the Sponsor. Prizes are non transferable, assignable or redeemable for cash, unless otherwise stated. The winner's entry and acceptance of any prize constitutes permission for the Sponsor and the third-party designee to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media, in perpetuity, without notice or further compensation.

9. **Terms and Conditions:** This sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Administrator, and waive any right to claim ambiguity in the sweepstakes or these Official Rules. Winners and entrants also agree to release, discharge, indemnify and hold harmless the Sponsor, vendors associated with this sweepstakes, and the respective officers and employees of these entities, 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 acceptance, possession, use or misuse of any prize, or participation in this sweepstakes. Any person attempting to defraud or in any way tamper with the sweepstakes mechanics and/or implementation will be declared ineligible and may be prosecuted to the full extent of the law. Finger Lakes Gaming & Racetrack reserves the right to make changes in the rules of this contest, which will become effective upon announcement.

10. **Winner Information:** For first name and city of residence of \$100,000 Pick 3 Guaranteed Winners Drawing winners, send SASE (by 11/2/10) to: Finger Lakes Gaming & Racetrack "\$100,000 Pick 3 Second Chance Drawing" Contest Winners Confirmation, P.O. Box 25250, Farmington, NY 14425.

11. **Sponsor:** Finger Lakes Gaming & Racetrack, P.O. Box 25250, Farmington, NY 14425.

12. **Promotion Administrator:** Finger Lakes Gaming & Racetrack who is responsible for overseeing the awarding of all prizes, and whose decisions will be considered final in regard to all matters related to this promotion.

13. **Copyright.** Finger Lakes Racing Association, Inc. claims a copyright in this contest and all accompanying materials. No portion of this contest or the accompanying materials may be duplicated, manipulated or redistributed in any form. Violators of the copyright of Finger Lakes Racing Association, Inc. are subject to prosecution.