

**SPEED CHANNEL'S 2010
 "CAMPING WORLD DESTINATION RECREATION" SWEEPSTAKES (the "Sweepstakes")
 OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN

SWEEPSTAKES DESCRIPTION: The Sweepstakes is related to the NASCAR Camping World Truck Series (the "Series"). The Series will be comprised of twenty-five (25) individual races. Entrants will be invited to enter online or in store to qualify for various drawings, as more fully set forth below.

ELIGIBILITY: Only legal residents of the 48 contiguous United States, who are 21 years of age or older are eligible to enter. Void in Alaska, Hawaii, Puerto Rico, the Province of Quebec and where prohibited by law. Speed Channel, Inc. ("**Sponsor**"), CWI, Inc. ("**Camping World**"), National Association for Stock Car Auto Racing, Inc. ("**NASCAR**"), and their respective subsidiaries, parents, divisions, affiliates and related companies, and each of their respective shareholders, officers, directors, agents, personnel, assigns, members and agents (collectively, the "**Released Parties**") and immediate family members and/or those living in the same household of such employees, are not eligible. All federal, state and local laws and regulations apply.

SWEEPSTAKES PERIOD: The Sweepstakes begins on March 22, 2010, at 12:01 a.m. Eastern Time ("**ET**") and ends on September 25, 2010, at 11:59 p.m. ET (the "**Sweepstakes Period**"). There will be six (6) different drawing periods (each a "**Drawing Period**") and six (6) different Entry Periods (each an "**Entry Period**") throughout the Sweepstakes Period (see chart below for the specific dates and times for each Entry Period and Drawing Period). Each Entry Period ("**Entry Period**") will begin at 12:01 a.m. ET and will end at 11:59 p.m. ET. The Sponsor's database computer is the official time-keeping device for this Sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects.

Drawing #	Number of Winners Selected	Entry Period	Drawing Date
1	4	3/22/10- 5/2/10	5/28/10
2	4	3/22/10- 5/30/10	6/25/10
3	4	3/22/10- 7/4/10	7/30/10
4	4	3/22/10- 8/1/10	8/27/10
5	1	3/22/10- 8/29/10	9/24/10
6	1	3/22/10- 9/25/10	10/23/10

The Released Parties are not responsible for lost, late, damaged, misdirected, illegible, or incomplete entries. Incomplete entries are ineligible. Forged entries, altered entries or entries obtained other than as set out in these rules will be void and ineligible. Entry must be made by the entrant, only in the manners as set forth herein. Entries made by any other individual or any entity and/or originating at any other Internet website or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared void and as such deemed ineligible for this Sweepstakes.

HOW TO ENTER: No purchase necessary to enter or to win. There are two (2) ways to enter:

1) **IN STORE ENTRY: Making a purchase will not improve your chances of winning.** During the Sweepstakes Period, visit any participating Camping World stores, Camping World RV Sales dealerships, or FreedomRoads RV dealerships (during normal business hours) to obtain an official entry form (available while supplies last), legibly complete the official entry form in its entirety, and drop it in the specially marked boxes there in the store.

2) **ONLINE:** A computer with Internet access is required to submit an entry online in the Sweepstakes. To enter, visit the web site www.campingworld.com/racing (the "**Website**") and accurately complete the information required for Sweepstakes entry and click on the submit button to complete the entry process.

Refer to the drawing table above for entry deadlines for each Drawing Period. **Limit one (1) entry per person and/or per e-mail address per day. Subsequent entries from the same person or email address will be disqualified. Any attempt by a person to enter more than once with multiple email accounts may result in disqualification at the discretion of the Sponsor upon prize verification.** All entries must be received by the end of the Sweepstakes Period in order to participate.

DRAWINGS AND WINNER NOTIFICATION: The prize(s) will be awarded in random drawings according to the Drawing Schedule stated above from among all eligible entries received during and up to each Entry Period. Selected entrants who are Canadian residents will be required to correctly answer a skill question prior to being awarded any prize. All entries will be included in the subsequent drawings and the First Place and Grand Prize drawing. The First Place and Grand Prize random drawings will be from among ALL cumulative winning and non-winning entries received throughout the Sweepstakes Periods. The potential winner(s) will be notified by phone or e-mail approximately two (2) days following the drawing to the phone number or e-mail address listed on the entry. If, despite reasonable efforts, any potential winner does not respond within three (3) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, or if a Canadian resident, fails to correctly answer the required skill question, such potential winner will forfeit his or her prize and an alternate winner may be selected. Winner(s) may be required to complete, sign, and return a publicity release. If the publicity release is not returned within four (4) calendar days after notice is sent or if returned as undeliverable, the prize will be forfeited in its entirety and an alternate winner will be selected. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected. Sponsor, or its designee, will successively attempt to contact up to two (2) potential winners of the prize in accordance with such procedure, and if there is still no confirmed winner of the prize in question after such attempts have been made, the prize may go unawarded.

PRIZES/ODDS: Drawing #1: Four (4) Winners (each a "**Drawing #1 Prize Winner**") will each receive one (1) Winegard Portable Carry Out Satellite Antenna. Approximate retail value ("**ARV**") Eight Hundred Eighty Nine Dollars (\$889.00). Total ARV of all Drawing #1 Prizes is Three Thousand Five Hundred Fifty Six Dollars (\$3,556.00).

Drawing #2: Four (4) Winners (each a "**Drawing #2 Prize Winner**") will each receive one (1) Sleep Number Bed. ARV of each Drawing #2 Prize is One Thousand Four Hundred Seventy Seven Dollars (\$1,477.00). Total ARV of all Drawing #2 Prizes is Five Thousand Nine Hundred Eight Dollars (\$5,908.00).

Drawing #3: Four (4) Winners (each a "**Drawing #3 Prize Winner**") will each receive one (1) Honda Generator. ARV of each Drawing #3 Prize is One Thousand One Hundred Ten Dollars (\$1,110.00). Total ARV of all Drawing #3 Prizes is Four Thousand Four Hundred Forty Dollars (\$4,440.00).

Drawing #4: Four (4) Winners (each a “**Drawing #4 Prize Winner**”) will each receive one (1) Domestic Portable Refrigerator/Freezer. ARV of each Drawing #4 Prize is Eight Hundred Eighty Nine Dollars (\$889.00). Total ARV of all Drawing #4 Prizes is Three Thousand Five Hundred Fifty Six Dollars (\$3,556.00).

Drawing #5: One (1) First Place Prize Winner (the “**First Place Prize Winner**”) will be chosen during Drawing #5. The First Place Prize Winner will receive one (1) 2010 Coleman Travel Trailer (the “**Travel Trailer**”). ARV of the First Place Prize is Twenty Thousand Dollars (\$20,000.00).

Drawing #6: One (1) Grand Prize Winner (the “**Grand Prize Winner**”) will be chosen during Drawing #6. The Grand Prize Winner will receive one (1) 2010 Four Winds Hurricane Class A Motorhome (the “**Motorhome**”). ARV of the Grand Prize is Eighty Five Thousand Dollars (\$85,000.00).

Any upgrades and options to the Travel Trailer or Motorhome are at the sole expense of the Winners. Color, package, factory options, and other prize specifics to be determined by Camping World are subject to availability. Vehicles will be provided by FreedomRoads, LLC, an affiliate of Camping World, or one of its subsidiaries. **Sponsor, Camping World, FreedomRoads, LLC and NASCAR do not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the Travel Trailer or Motorhome (the “Vehicles”), including but not limited to their quality, fitness for purpose or mechanical condition.** The First Place Winner and Grand Prize Winner (the “**Winners**”) must have proof of a valid U.S. driver’s license from his/her state or place of residence in the continental United States to take delivery of either of the Vehicles; failure to show same may result in prize forfeiture and selection of an alternate winner. Winners will be responsible for all optional equipment, title, license, insurance and registration fees required in claiming the Vehicles, applicable taxes, as well as, all other expenses relating to the receipt and use of Vehicles, including any travel and transportation costs associated with collecting the Vehicles. All other costs and expenses not specifically listed herein are the sole responsibility of the winner including, without limitation, vehicle license and/or registration fees, if any, inspection and/or delivery costs, and, if the winner is a Canadian resident, import and/or customs duties and any Canadian vehicle modification requirements. Winners will be provided instructions to obtain his/her Vehicle. Winners must take delivery of Vehicle within 30 days of notification that dealership has received Vehicle. As a model year progresses, changes may occur in some of the specifications, features, optional equipment and pricing. The manufacturer reserves the right to make such changes. Optional equipment may vary by region. Delivery of Vehicles subject to manufacturer, distributor and dealer manufacturing, production and delivery schedules. Winners will be required to show proof of insurance prior to taking delivery and pick up Vehicles as directed by Camping World.

The ARV of all prizes is One Hundred Twenty Two Thousand Four Hundred Sixty Three Dollars (\$122,463.00).

No cash alternative or prize substitutions will be allowed, except Camping World reserves the right to substitute prize(s) of comparable value if the prize listed is unavailable for any reason. Odds of winning depend on the number of eligible entries received.

GENERAL LIABILITY RELEASE/FORCE MAJEURE: Acceptance of a prize constitutes winner’s permission for Sponsor, NASCAR® and Camping World® to use winner’s name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants (and any minor entrant’s parent or legal guardian) agree that the Released Parties (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants’ acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize’s quality or fitness for a particular purpose. By accepting any of the prizes offered in this Sweepstakes, Winners agree to hold the Released Parties harmless against any and all claims and liability arising out of use of the prizes or any other participation

in this Sweepstakes. Winners assume all liability for any injury or damage caused or claimed to be caused by participation in this Sweepstakes or use or redemption of any prize. The Released Parties assume no responsibility for any damage to an entrant's computer system which is occasioned by accessing the Website or otherwise participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, the Released Parties are not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. In the event of a dispute as to the identity of the entrant, any on-line entry will be deemed submitted by the authorized account holder of the e-mail account from which it was sent, provided such account holder must still meet the eligibility requirements for the Sweepstakes. The authorized account holder shall be the natural person to whom the applicable email address has been assigned by the Internet access provider, service provider, or other online organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The potential winner may be requested to provide the Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes, in whole or in part, if it determines, in its sole discretion, that the Sweepstakes or any particular Sweepstakes drawing is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes or particular Sweepstakes drawing as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes or a particular Sweepstakes drawing as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes in its entirety or the affected Sweepstakes. If the Sweepstakes or a particular Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winner(s) in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available in the prize category in question may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

WINNERS' LIST/OFFICIAL RULES: To obtain a copy of any legally-required winners' list, send a self-addressed stamped envelope to Speed Channel's "2010 Camping World's Destination Recreation" Sweepstakes Winners' List, 1220 W. WT Harris Blvd., Charlotte, NC 28262. All such requests must be received by December 1, 2010. These Official Rules will be posted on the Website.

MISCELLANEOUS: The NASCAR Camping World Truck Series™ logo and word mark are used under license by the National Association for Stock Car Auto Racing, Inc., and CWI, Inc. NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc. NASCAR® and CWI, Inc., are not sponsors of this promotion.

TV ABBREVIATED RULES:

No Purchase necessary to enter or win. Sweepstakes subject to complete Official Rules. Sweepstakes begins on March 22, 2010 at 12:01am ET and ends on September 25, 2010 at 11:59pm ET. To enter complete an entry form available at participating Camping World stores, Camping World RV Sales dealerships, FreedomRoads RV dealerships or log on to www.campingworld.com/racing. Open to legal residents of the 48 contiguous United States, who are 21 years of age or older. Void in Alaska, Hawaii, Puerto Rico, the Province of Quebec and where prohibited by law. Odds of winning depend on the number of eligible entries received. See Official Rules for complete prize description and full details.