

**Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes  
Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Void where prohibited by law.

**1. Promotion Period:** The Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes (“Sweepstakes”) is sponsored by Leiserv, Inc. (“Sponsor”) and begins at 12:01 a.m. (CST) on February 1, 2010 and ends at 11:59 p.m. (CST) on February 28, 2010 (“Promotion Period”).

**2. How to Enter:** During the Promotion Period, complete the official entry form on-line at [www.bowlbrunswick.com/OwntheZone](http://www.bowlbrunswick.com/OwntheZone) or by mailing a postcard to the following address: Brunswick Own the Zone Ultimate Bowling Party Sweepstakes, P.O. Box 408190, Chicago, IL 60640-8190. Entries must include the name, address, telephone number, and age of each Entrant, as defined below (“Entry”). Limit one Entry per person per twenty-four (24) hour period during the Promotion Period. Entries submitted via any other method will not be eligible. No mechanically reproduced entries permitted. All entries must be received by the time the Promotion Period ends. Not responsible for lost, late, mutilated, illegible or incomplete entries. All entries become the sole property of Sponsor and will not be returned.

**3. Eligibility:** Open to legal residents of the forty-eight (48) contiguous United States and District of Columbia who are 18 years of age or older at time of entry (“Entrant”). Officers, directors and employees of Leiserv, Inc., Brunswick Bowling & Billiards Corporation, Brunswick Corporation, their affiliates, advertising/promotion agencies, judging agencies, and their immediate families (parents, spouses, children, siblings, and each of their parents, spouses, children and siblings) and household members (whether or not related) are not eligible to enter the Sweepstakes.

**4. Prizes: One (1) Grand Prize:** Brunswick® Own the Zone Ultimate Bowling Party for one winner (“Grand Prize Winner”) and up to fifty (50) friends at a Brunswick bowling center for an approximate retail value (“ARV”) of \$1,500 (“Grand Prize”); and twenty-eight (28) First Place Prizes consisting of a \$50 Brunswick Bucks Gift Card for an ARV of \$50 (individually, “First Place Prize”) for each of the qualified winners (individually, “First Place Winner”). First Place Prize may be doubled in value for an ARV of \$100 with drawn Entries submitted by Entrants who are (or become) Facebook fans of Brunswick Bowling at <http://www.facebook.com/bowlbrunswick> during the Promotion Period and Entrants who write “Daily Double” on his/her Entry. Grand Prize and/or First Place Prizes may only be redeemed for goods and/or services at a Brunswick bowling center and no transfer or substitutions shall apply. Grand Prize and First Place Prizes do not include applicable taxes. All details of Grand Prize and First Place Prizes shall be determined in the Sponsor’s sole discretion. All taxes (including income and withholding taxes) associated with participation in the Sweepstakes and receipt or use of the Grand Prize and/or any of the First Place Prizes shall be the sole responsibility of the Grand Prize Winner and each of the First Place Winners. All costs and expenses associated with winning the Grand Prize and First Place Prizes, including but not limited to lodging, transportation, and gratuities and other expenses incurred by accepting such prize are the sole responsibility of the Grand Prize Winner and each of the First Place Winners, as applicable. Adherence to any expiration dates in relation to the Grand Prize and each of the First Place Prizes is the sole responsibility of the Grand Prize Winner and each of the First Place Winners.

**5. Drawings/Odds of Winning:** One (1) First Place Prize Winner will be randomly drawn from eligible Entries every day during the Promotion Period for a total of twenty-eight (28) First Place Winners and one (1) Grand Prize Winner will be drawn on or about March 10, 2010 (collectively, “Drawing”). No Drawings will be held on any Saturday or Sunday during the Promotion Period. Entries will accumulate during the Promotion Period and odds of winning depend on the number of eligible Entries received. Each Drawing will be conducted by a designated Sweepstakes Administrator on behalf of Sponsor and its decisions are final and binding in all matters pertaining to this Sweepstakes. Entrants agree to be bound by these Official Rules of the Sweepstakes and the decisions of the Sweepstakes Administrator and

Sponsor. In no event will Sponsor be obligated to award more than the number of prizes, as indicated herein. The Grand Prize Winner will be notified via the telephone number and/or email address provided at time of Entry and each of the First Place Winners will be notified via certified mail to the address provided at time of Entry.

**6. Restrictions on Prizes:** In the event of noncompliance or if a potential Grand Prize Winner and/or First Place Winner cannot be reached at the email address and/or telephone number on the applicable Entry, or should notification is returned as unclaimed or is undeliverable for whatever reason beyond the control of Sponsor, that prize will be forfeited and an alternate winner will be selected. If the Grand Prize and/or any of the First Place Prizes, or portion thereof, become unavailable or impracticable to award, Sponsor reserves the right to substitute a similar prize of equal or greater value.

**7. Statement of Publicity Rights and Liability Release:** Where legal, acceptance of a prize constitutes Grand Prize Winner's and/or First Place Prize Winner's permission to use worldwide in any media now known or hereafter developed, including but not limited to the World Wide Web, including that winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for trade, advertising and promotional purposes without additional compensation or review. All Entrants agree to hold harmless and release Leiserv, Inc., Brunswick Bowling & Billiards Corporation, Brunswick Corporation, and each of their parent, related affiliated, and subsidiary companies, and each of their officers, directors, agents, employees, and all others associated with the development and execution of the Web site and/or Sweepstakes from any and all actions, claims or liability with respect to or in any way arising from this Sweepstakes, delivery, mis-delivery, acceptance, possession, use, or misuse of any of the prizes, as specified herein, or participation in any Sweepstakes-related activities, including but not limited to, liability for personal injury, bodily injury including, without limitation, wrongful death or disability, damage to property, and damage or loss of any other kind. Sponsor is not responsible for quality or utility of any of the prizes, as specified herein. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Web site users, by any of the equipment or programming associated with or used in the Sweepstakes, or by any technical or human error that may occur in the processing of submissions in the Sweepstakes. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; theft, destruction, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; computer software; or failure of e-mail or entry on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to participant's or to any person's computer related to or resulting from participating or downloading materials from this Web site or Sweepstakes. Sponsor is not responsible for fraud by any Entrant. Any activities intended to disrupt or interfere with the proper play of the Sweepstakes or to defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Any Entrant who engages in any of the foregoing activities will be disqualified and will forfeit any Prizes won.

**8. Early Termination of Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes:** If, for any reason, the Sweepstakes is not capable of running as planned due to, without limitation, a force majeure event, infection by computer virus, worm or bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor, that in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes.

**9. Winners List:** To obtain a list of Sweepstakes winners, send a self-addressed, stamped envelope to: Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes, P.O. Box 408190, Chicago, Illinois 60640-8190 no later than March 20, 2010.

**10. Sponsor:** The Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes is sponsored by Leiserv, Inc., a wholly-owned subsidiary of Brunswick Corporation, Lake Forest, Illinois 60045.

**ENTRY FORM**  
**The Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes**

The Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes will take place between February 1, 2010 and February 28, 2010 (“Promotion Period”) and is sponsored by Leiserv, Inc. (“Sponsor”). Complete the official entry form on-line at [www.bowlbrunswick.com/OwntheZone](http://www.bowlbrunswick.com/OwntheZone) or by mailing to the following address: Brunswick Own the Zone Ultimate Bowling Party Sweepstakes, P.O. Box 408190, Chicago, IL 60640-8190. Entries must include the name, address, and telephone number of each Entrant, as defined below (“Entry”). Limit one entry per person per twenty-four (24) hour period. Entries submitted via any other method will not be eligible. No mechanically reproduced Entries permitted. All Entries must be received by the time the Promotion Period ends. Not responsible for lost, late, mutilated, illegible or incomplete Entries. All Entries become the sole property of Sponsor and will not be returned. Winner(s) need not be present to win and each winner will be notified by telephone or mail (in Sponsor’s discretion), using the information provided below, within approximately one (1) week after each drawing. Each winner will be responsible for any applicable sales tax. Open to legal residents of the forty-eight (48) contiguous United States and District of Columbia who are 18 years of age or older at the time of entry (“Entrant”). Officers, directors and employees of Leiserv, Inc., Brunswick Bowling & Billiards Corporation, their affiliates, advertising/promotion agencies, judging agencies, and their immediate families (parents, spouses, children, siblings, and each of their parents, spouses, children and siblings) and household members (whether or not related) are not eligible to enter the Sweepstakes. **NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.**

Name (required): \_\_\_\_\_

Address (required): \_\_\_\_\_

City (required): \_\_\_\_\_ State (required): \_\_\_\_\_ Zip (required): \_\_\_\_\_

Telephone Number (required): \_\_\_\_\_

E-mail address: \_\_\_\_\_

- I verify that I am at least 18 years of age  
 I wish to sign up for the Brunswick Bonus Zone in order to receive discount coupons and special offers via the e-mail address provided above. *Note: We respect your privacy and will not share your information with anyone. You may unsubscribe at any time with a single click on-line.*

\_\_\_\_\_  
*Signature* / *Date*

---

**ENTRY FORM**  
**The Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes**

The Brunswick® Own the Zone Ultimate Bowling Party Sweepstakes will take place between February 1, 2010 and February 28, 2010 (“Promotion Period”) and is sponsored by Leiserv, Inc. (“Sponsor”). Complete the official entry form on-line at [www.bowlbrunswick.com/OwntheZone](http://www.bowlbrunswick.com/OwntheZone) or by mailing to the following address: Brunswick Own the Zone Ultimate Bowling Party Sweepstakes, P.O. Box 408190, Chicago, IL 60640-8190. Entries must include the name, address, and telephone number of each Entrant, as defined below (“Entry”). Limit one entry per person per twenty-four (24) hour period. Entries submitted via any other method will not be eligible. No mechanically reproduced Entries permitted. All Entries must be received by the time the Promotion Period ends. Not responsible for lost, late, mutilated, illegible or incomplete Entries. All Entries become the sole property of Sponsor and will not be returned. Winner(s) need not be present to win and each winner will be notified by telephone or mail (in Sponsor’s discretion), using the information provided below, within approximately one (1) week after each drawing. Each winner will be responsible for any applicable sales tax. Open to legal residents of the forty-eight (48) contiguous United States and District of Columbia who are 18 years of age or older at the time of entry (“Entrant”). Officers, directors and employees of Leiserv, Inc., Brunswick Bowling & Billiards Corporation, their affiliates, advertising/promotion agencies, judging agencies, and their immediate families (parents, spouses, children, siblings, and each of their parents, spouses, children and siblings) and household members (whether or not related) are not eligible to enter the Sweepstakes. **NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.**

Name (required): \_\_\_\_\_

Address (required): \_\_\_\_\_

City (required): \_\_\_\_\_ State (required): \_\_\_\_\_ Zip (required): \_\_\_\_\_

Telephone Number (required): \_\_\_\_\_

E-mail address: \_\_\_\_\_

- I verify that I am at least 18 years of age  
 I wish to sign up for the Brunswick Bonus Zone in order to receive discount coupons and special offers via the e-mail address provided above. *Note: We respect your privacy and will not share your information with anyone. You may unsubscribe at any time with a single click on-line.*

\_\_\_\_\_  
*Signature* / *Date*