

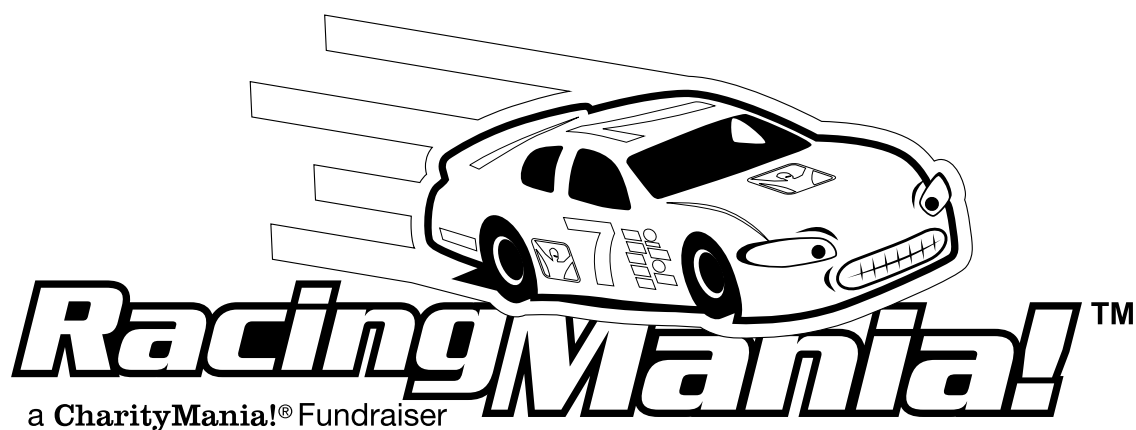


CharityMania!®

13747 Rosecroft Way
San Diego, CA 92130
888-909-9994
www.charitymania.com

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Why use RacingMania for your fundraiser?

Do you live in an area that is crazy about auto racing? If so, RacingMania is the fundraiser for you. RacingMania takes advantage of the immense popularity of professional auto racing. Sweepstakes ticket holders can win thousands of dollars based the performance of the randomly assigned drivers on the tickets. This exciting fundraiser will put your organization in pole position for raising the money it needs to be successful!

It's profitable

You make over 70% profit for each and every \$20 digital entertainment package you sell (see page 4 for more details) and free RacingMania sweepstakes ticket you distribute. This makes RacingMania a great fundraiser for any size organization. You make \$14.25 profit on every sale!

It's unique

If you're tired of expensive and time intensive fundraisers like cookie dough, scented candles, and gift wrap, RacingMania is a great alternative. There is no inventory to manage or orders to fulfill, and everyone enjoys playing along with their RacingMania sweepstakes ticket each week of the fundraiser.

It will expand your fundraising reach

Everyone loves auto racing, music, books and the chance to win prize money, all of which are key elements of a RacingMania fundraiser. As a result, people whom you never thought would support your organization are now interested in participating in your promotion and will support your cause.

“CharityMania has totally changed the direction of the fundraising efforts of St. Jerome School. Gone are the wrapping paper and candy fundraisers that provide small profits with lots of work... In 3 years we have profited an amazing \$150,000 with CharityMania which helped update our technology program. We will absolutely continue to partner with CharityMania in the future! Thank you for developing these worthwhile fundraisers.”

—St. Jerome School, Illinois

“CharityMania has been professional, accurate, and developers of a super idea. [Their fundraisers] are welcome every fall in our church.”

—Saint John Bosco Church, PA

“CharityMania has been the best, most successful fundraiser that our soccer club has done thus far. We will definitely use CharityMania in years to come. This is our 2nd year using them and have raised over \$45,000.”

—Gators Football Club, Michigan

How does RacingMania work?

People who support your organization actually purchase a CharityStudio digital entertainment package – a selection of digital music and books that can be accessed online. The purchase details, access code, and download instructions can be found on the CharityStudio Sales Card at the top of every ticket. With each sale, the buyer receives the attached RacingMania ticket for free (no purchase necessary) and they are automatically entered into the sweepstakes. Since everything is online, you avoid the headaches associated with traditional fundraisers – like managing inventory and fulfilling orders. It is that easy!

Your winning fundraising combination...

RacingMania Sweepstakes Tickets



The Charity Studio's \$20 Digital Entertainment Package

Sweepstakes portion of ticket (highlighted in red)

\$20 CharityStudio Sales Card at the top of the ticket (highlighted in red)

Download your music and books at www.charitystudio.com

The RacingMania sweepstakes ticket

RacingMania sweepstakes are exciting and engaging for participants because everyone has an equal chance of winning. Winning tickets are determined based on the points scored by and the pole positions of the racing teams randomly assigned to it. Each race during the RacingMania season, the holder of the winning ticket wins prize money – it's that easy!

Sales Card
To raise money, you sell digital entertainment packages – a selection of digital music and books that can be accessed online at the CharityStudio. The Sales Card provides the purchase price, access code, and download instructions for buyers.

Prize Money
Ticket holders can see how much money they can win!

Your Drivers
Each ticket contains 3 random drivers each week of the RacingMania season - a different set of drivers each week. No two tickets have the same 3 drivers in any given week. Winning tickets are determined based on the points scored by the drivers assigned to the ticket.

Rules and Winners
The sweepstakes rules are written on the ticket. In addition, ticket holders are encouraged to visit the CharityMania website to see if they are a winner. Winners are posted after the completion of each contest throughout the fundraiser.

Ticket Stub
You collect the ticket holder's contact info so you can send them prize money if they win.

CharityStudio Music Downloads for Charity!
This detachable stub entitles you to one digital entertainment package from the CharityStudio. Download digital music and books from artists who have teamed up with CharityMania to help raise money! See the back of this stub to view additional details. Music and books are the property of the artists. The content is for personal use only. The content cannot be used for resale or any other purpose except those stated explicitly in the license agreement found on the CharityStudio website.

Total prizes for the season
\$10,000!
Grand Prizes: \$500! Highest Scoring Ticket of the Season, \$250! Lowest Scoring Ticket of the Season

Your 2010 RacingMania drivers by date and race

1) 2/14: Daytona Busch Logano Earnhardt	2) 2/21: Fontana Ambrose Harvick Truex	3) 2/28: Las Vegas Newman Almendinger Ragan
4) 3/7: Atlanta Edwards Sorenson Biffle	5) 3/21: Bristol Gordon Bovyer Johnson	6) 3/28: Martinsville Stewart Busch Hamlin
7) 4/10: Phoenix Montoya Vickers McMurray	8) 4/18: Texas Reutimann Sadler Mears	9) 4/25: Talladega Johnson Edwards Jones
10) 5/1: Richmond Burton Kahne Hornish	*If two or more tickets are tied with the same score, the average pole position of your drivers is used as a tiebreaker. See rules below for details.	

RacingMania sweepstakes rules

[1] Your ticket contains 10 different 3-driver combinations, each randomly generated and randomly assigned to one of the 10 races listed on this ticket. The official begin date is 2/14/2010. [2] Individual Race and Grand Prize winners are based on the combined total points scored by the drivers on this ticket; Race winners are based on the total points scored by your drivers in a race; Grand Prize winners are based on the sum of the points scored by your ticket after all 10 races. [3] If two or more tickets are tied with the same score, the average pole position of your drivers is used as a tiebreaker. The larger the numeric pole position value is, the higher the ticket's value. [4] If a driver does not race, your ticket earns any points awarded to that driver's car (points earned by the car's replacement driver). If both the driver and the car do not race then a replacement driver will be assigned in its place. See web site for replacement driver assignments. [5] Minimum odds of winning: 1 in 53 for all ten races; 1 in 546 in each race; 1 in 1638 for a grand prize. [6] No purchase necessary to play. Void where prohibited. [7] To enter the sweepstakes, the organization on the front of this ticket must activate the ticket number. To request a free ticket, ask the organization in person (see contact info on front of ticket) for a "free game card request form"; complete the form, and mail to the address shown on the request form along with a self-addressed stamped envelope postmarked by 2/13/2010. A Score Card will be assigned to you and mailed in the return envelope sent with your form. [8] See website for additional details and to view winning tickets.

Your Organization Name
1010 Main Street
City Name, State, Zip
Phone number here
www.charitymania.com

Your Contact Info
The name and contact information for your organization is printed directly on the front of the ticket so people know who they are supporting.

Name _____
Address _____
Phone _____
E-mail _____

Access Code
1234-9A501

Your ticket #
1234 - 9A501

www.charitymania.com

Each RacingMania sweepstakes ticket contains 3 random drivers (or race teams) in each race of the RacingMania season – a different set of drivers each race. No two tickets have the same 3 drivers in any given race. The total number of points scored by the three drivers determines the value of the ticket. If two tickets have the same score, the pole positions of the 3 teams is used as a tiebreaker. The four highest scoring tickets and the two lowest scoring tickets each race win prizes! Read the official rules on the CharityMania website for more details.

The Charity Studio

Your supporters will purchase a \$20 digital entertainment package to the CharityStudio. The CharityStudio Sales Card (attached to the top of the sweepstakes ticket) will provide buyers with download instructions and their unique access code. Buyers can download their digital content (a variety of online music, books, and other entertainment) at any time during the RacingMania season. They simply go to the CharityStudio website and enter their access code. CharityMania maintains this digital library to ensure it contains items that will appeal to people with all different types of musical tastes. And since everything is online, there is no inventory for you to manage or orders to fulfill - you can focus strictly on selling and raising money!

When you buy the CharityStudio digital entertainment package, you get access to selected digital music and books that will round out your listening collection and introduce you to some up-and-coming artists and authors from around the country. The access code on your CharityStudio Sales Card or the ticket number on the sweepstakes ticket is all you need to access your content. Just visit the website www.charitystudio.com.



Download selected music tracks in mp3 format. Listen to the music on any mp3 compatible device (like your iPod) or burn a CD with the tracks and listen to them in your car or on your stereo.

Download selected books in pdf format. You can print the pages or read them directly on your computer.

www.charitystudio.com

Sweepstakes prizes and winners

Throughout the season, participants check their tickets to see if they've won prizes. RacingMania sweepstakes ticket holders have 6 chances to win a prize in each of the 10 races of the RacingMania season. They also have a chance to win two grand prizes at the end of the season. There are 3,276 unique tickets, each of which has a minimum 1 in 53 chance to win a prize during the season.

Winning Tickets Prize Money per Race	Prize \$
Ticket with the Highest Combined Score	\$500
Second Highest Score	\$200
Third Highest Score	\$100
Fourth Highest Score	\$50
Ticket with the Lowest Total Score	\$50
Second Lowest Total Score	\$25
Total Prize Money Paid per Race	\$925

Grand Prize Winners	Prize \$
Ticket with the Highest 10 Race Total Score	\$500
Ticket with the Lowest 10 Race Total Score	\$250
Total Grand Prize Money	\$750

How winning tickets are calculated

Each race CharityMania determines the winning tickets. We then send you the prize money so that you can send it to the winners with a personalized letter thanking them for their support. CharityMania also posts the winning ticket numbers on the web site so that ticket holders can see if they've won.

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RacingMania!

Your Organization Name Here
Ticket # 1234-5G102

Your Ticket's Drivers and Scores by Week

Race	Your Drivers and Scores PP#Pole Position	Prize Money You've Won	Winning Scores and Prize Money (View winning tickets)										
01 Daytona 2/18/2007	<table border="1"> <tr><td>Score</td><td>PP</td></tr> <tr><td>Truex #1</td><td>81 13</td></tr> <tr><td>Vickers #3</td><td>0 0</td></tr> <tr><td>Kenseth #17</td><td>82 10</td></tr> <tr><td>Total</td><td>163 23</td></tr> </table>	Score	PP	Truex #1	81 13	Vickers #3	0 0	Kenseth #17	82 10	Total	163 23	\$0	<p>Highest Score Winners 530 (Highest score) : \$500.00 515 (2nd highest) : \$200.00 511 (3rd highest) : \$100.00 505 (4th highest) : \$50.00</p> <p>Lowest Score Winners 78 (Low score) : \$50.00 83 (2nd lowest) : \$25.00</p>
Score	PP												
Truex #1	81 13												
Vickers #3	0 0												
Kenseth #17	82 10												
Total	163 23												
02 California 2/25/2007	<table border="1"> <tr><td>Score</td><td>PP</td></tr> <tr><td>McMurray #26</td><td>52 35</td></tr> <tr><td>Labonte #43</td><td>79 28</td></tr> <tr><td>Martin #01</td><td>160 3</td></tr> <tr><td>Total</td><td>291 66</td></tr> </table>	Score	PP	McMurray #26	52 35	Labonte #43	79 28	Martin #01	160 3	Total	291 66	\$0	<p>Highest Score Winners 540 (Highest score) : \$500.00 535 (2nd highest) : \$200.00 530 (3rd highest) : \$100.00 520 (4th highest) : \$50.00</p> <p>Lowest Score Winners 120 (Low score) : \$50.00 129 (2nd lowest) : \$25.00</p>
Score	PP												
McMurray #26	52 35												
Labonte #43	79 28												
Martin #01	160 3												
Total	291 66												

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RacingMania!

Your Organization Name Here
Ticket # 1234-5G102

Week number on your ticket: Race 10 (posted on 5/6/2007)

Prize Money	Ticket Number	Total Score	Total PP	Teams
\$500.00	107-7R101	535	44	Hamlin #11, Kyle_Busch #5, Johnson #48
\$200.00	414-7R101	535	39	Gordon #24, Kyle_Busch #5, Johnson #48
\$100.00	1641-7R101	530	11	Hamlin #11, Gordon #24, Johnson #48
\$50.00	1686-7R101	525	71	Kurt_Busch #2, Kyle_Busch #5, Johnson #48
\$25.00	1482-7R101	40	25	Vickers #63, Jarrett #44, McMurray #26
\$50.00	3068-7R101	34	39	Vickers #63, Jarrett #44, Burton #31

Week number on your ticket: Race 09 (posted on 4/30/2007)

Prize Money	Ticket Number	Total Score	Total PP	Teams
\$500.00	956-7R101	640	35	Kurt_Busch #2, Gordon #24, Johnson #48
\$200.00	1329-7R101	530	34	Gordon #24, McMurray #26, Johnson #48

Profit and costs with RacingMania (\$20 Edition)

Your profit is easy to calculate

Determining your profit with RacingMania is easy. You sell our digital entertainment package for \$20 and give out a sweepstakes ticket with every sale. For every entertainment package you sell and sweepstakes ticket you distribute you keep \$14.25 as profit. It is that simple.



A free sweepstakes ticket is attached to every \$20 CharityStudio digital entertainment package you sell.

You make \$14.25 of profit on every sale. The remainder covers the costs of the digital content and sweepstakes.

Costs

You determine how many RacingMania sweepstakes tickets you need, and purchase them from CharityMania for 15¢ per ticket to cover the printing costs (plus shipping and a \$10 handling fee per order). You then distribute one ticket for every digital entertainment package you sell for \$20. For each sale, you pay \$5.75 to CharityMania to cover the costs of the entertainment package and the management of the sweepstakes. The remaining \$14.25 is your profit!

Tickets activated	Your profit
1	\$14.25
100	\$1,425
500	\$7,125
1,000	\$14,250
3,000	\$42,750

Profit Example: you make \$14.25 in profit on every ticket you activate (one activation per digital entertainment package sold).

Profit and costs with RacingMania (\$10 Edition)

Your profit is easy to calculate

If you are looking for a fundraiser with a lower cost of entry, our new \$10 edition of RacingMania may be right for you. The \$10 edition of RacingMania works identically to the \$20 version, but the cost of the digital entertainment package you sell and prize money are lower.



A free sweepstakes ticket is attached to every \$10 CharityStudio digital entertainment package you sell.

You make \$6.50 of profit on every sale. The remainder covers the costs of the digital content and sweepstakes.

Costs

You determine how many RacingMania sweepstakes tickets you need, and purchase them from CharityMania for 15¢ per ticket to cover the printing costs (plus shipping and a \$10 handling fee per order). You then distribute one ticket for every digital entertainment package you sell for \$10. For each sale, you pay \$3.50 to CharityMania to cover the costs of the entertainment package and the management of the sweepstakes. The remaining \$6.50 is your profit!

Tickets activated	Your profit
1	\$6.50
100	\$650
500	\$3,250
1,000	\$6,500
3,000	\$19,500

Profit Example: you make \$6.50 in profit on every ticket you activate (one activation per digital entertainment package sold).

What CharityMania does for you

Creates the RacingMania sweepstakes tickets

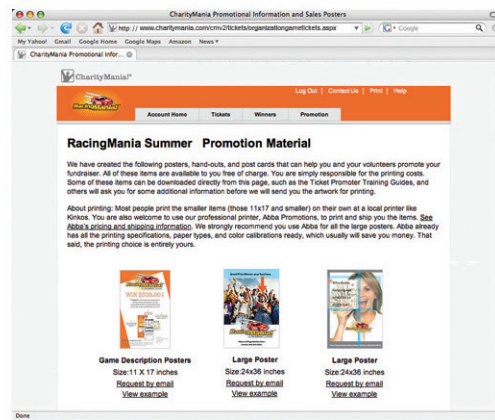
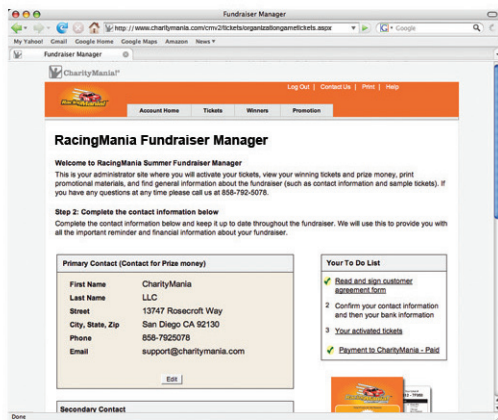
Each RacingMania sweepstakes ticket contains a unique ticket number. This ticket number allows the holder access to their digital entertainment package. The ticket also describes the sweepstakes and rules, and contains the randomly assigned drivers or racing teams that the ticket holder should root for. We design the tickets and sell them for 15¢ per ticket (plus shipping and a \$10 handling per order). You can purchase as many tickets as you need and purchase more tickets as needed. Tickets are usually delivered within 5-10 business days.

Maintains the online library of digital entertainment

CharityMania will maintain and update the Charity Studio with the digital music, books and other entertainment items. Your RacingMania sweepstakes ticket holders can access this digital entertainment online, which means there is no inventory for you to manage or fulfill.

Helps you manage your fundraiser online

CharityMania provides you with a secure web site that allows you to manage every aspect of your fundraiser, from ticket distributors, to tickets, to winners. From this site you can also access the promotional guides, banners and posters that we have put together to help your organization promote the fundraiser easily and effectively.



Calculates winning tickets and pays the prize money

Each week CharityMania calculates the winning tickets and tells you which of your tickets is a winner. You will use the secure web site mentioned above to see which tickets have won and how much prize money the ticket holders will receive. CharityMania will send you the prize money for your winning tickets so that you can send it to the winners with a personalized letter thanking them for their support. All prize money is covered by the \$5.75 per ticket you pay CharityMania. CharityMania also posts the winning ticket numbers on the web site each week so that ticket holders can see if they've won.

What you will need to do to run RacingMania

Sell digital entertainment packages and give out sweepstakes tickets

The RacingMania sweepstakes tickets make it easy to sell the \$20 digital entertainment package, because supporters love having a chance to win money! You make \$14.25 in profit for every digital entertainment package you sell. The more you sell, the more money you raise - it's as simple as that. You can purchase as many RacingMania sweepstakes tickets from CharityMania as you need, and you can purchase tickets as many times as necessary (your fundraiser may be so successful that you run out of tickets!).

Provide 'no purchase necessary' ticket request forms

RacingMania is a no-purchase-necessary sweepstakes. If someone does not want to purchase the digital entertainment package but still wishes to enter the sweepstakes, then they can request a 'no purchase necessary' ticket from you.

Anyone that wants a 'no purchase necessary' ticket will need to make that request to you in person (they can not ask for it over the phone, email, or mail). However, your organization will not need to physically give out these tickets. CharityMania will take care of the distribution of the tickets. Your only responsibility is to print a 'no purchase necessary ticket request form' from the CharityMania web site and give it to the person that is requesting the ticket.

People who want to enter the sweepstakes this way will be required to mail the request form to CharityMania along with a self addressed, stamped envelope. CharityMania will then process their request and send them their ticket in the mail. (Note: only one ticket request is allowed per person, per day, and only two requests are allowed per household.) Your organization will only pay the flat fee for the tickets you distribute with the digital entertainment packages you sell. You will not pay for any of the no purchase necessary tickets requested from your organization.

Track your tickets, winners, and pay prize money

The CharityMania web site allows you to manage your portion of the sweepstakes fundraiser online, safely and securely. You will use the site to track which tickets have been distributed, to see what tickets have won, and to see how much money will be paid to winning ticket holders. We send you the prize money for your winning tickets so you can send it to the winners with a personalized letter thanking them for their support.

Sign-up dates and contact details

Sign-up dates for RacingMania

RacingMania begins at the start of the professional stock-car racing season in February and runs for 10 races. The last day to sign up for RacingMania is in mid January (see the CharityMania website for official start dates and sign-up dates). This ensures you have enough time to distribute tickets before the season begins.

How to contact CharityMania

Are you interested in using RacingMania or would you like more information? If so, send us an e-mail or give us a call. Even if you are unsure whether or not CharityMania is right for your non-profit organization, contact us and we can answer any questions you might have. We can also put you in touch with current participating organizations (similar to your own type of organization) that can give you a first hand opinion of how the fundraiser works for them.

Call us: 888-909-9994

Hours: 11 am - midnight EST; 9 am - 9 pm PST

E-mail: inquiry@charitymania.com.