

**THE AMF®
CUSTOMER SURVEY
iPad® GIVEAWAY
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Offered only to legal residents of the 48 contiguous United States and the District of Columbia ("U.S."), and open only to legal residents of the U.S. aged 18 years or older. Void where prohibited. Persons under 19 years of age in Alabama and Nebraska should seek parental permission before participating.

iPad® is a trademark of Apple Inc. which is not a sponsor of, nor does it endorse this promotion or AMF Bowling Centers, Inc.'s products or services.

1. ELIGIBILITY: NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning. Open to legal residents of the 48 contiguous United States and the District of Columbia ("U.S.") who are 18 years of age and older. Employees, officers and directors of AMF Bowling Centers Inc. (the "Sponsor"), its affiliates, subsidiaries, advertising and promotion agencies, and the immediate family members (spouses, siblings, children and parents, regardless of where they live) or members of the same households (whether related or not) of such employees, officers and directors are not eligible. Void where prohibited.

2. PROGRAM DESCRIPTION: The AMF Customer Survey iPad® Giveaway begins at 5:00 pm Eastern Time ("ET") on June 8, 2012, and ends at 11:59 pm ET on December 31, 2012.

Drawing Schedule, Time Restrictions and Number of Winners per drawing: Entries must be submitted on or before 11:59:59 PM ET on the day before the scheduled date of each random drawing, as noted below, ("Entry Deadline") in order for the entry to be included in that Entry Period's random drawing and all remaining scheduled random drawing(s).

Drawing Date	Number of Winners/Entry Deadline
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08/03/12	One (1) iPad® winner will be randomly selected from all eligible entries submitted by 7/31/12 at 11:59:59 PM ET.
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10/03/12	One (1) iPad® winner will be randomly selected from all eligible entries submitted by 9/30/12 at 11:59:59 PM ET.
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01/03/13	One (1) iPad® winner will be randomly selected from all eligible entries submitted by 12/31/12 at 11:59:59 PM ET.
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3. TO ENTER: There are three ways to enter: online, by phone or by mail. Online: log onto the online entry website amfsurveydrawing.com or By phone: call 1-888-730-6588 using a touch-tone phone. You will be asked to respond to several questions regarding your most recent experience at AMF. As a condition of entry, you must provide your first and last name, email address, daytime telephone number, your age, and the access code printed on the AMF receipt. Online or phone survey entries must be completed by 11:59:59 pm ET on the last day of the Entry Period, to be included in that Entry Period's random drawing. By mail: hand print your name, complete address, email address, daytime telephone number and date of birth on a postcard and mail via first-class mail to: AMF Customer Survey Giveaway, Drawing Entry, 3651 Peachtree Parkway, Ste. E-139, Suwanee, GA 30024.

Mail-in entries received by the Entry Deadline(s) noted above will be included in that entry periods drawing. There is no limit to the number of times you may enter online or by phone but each online or telephone entry must include the unique access code found printed on an AMF receipt secured as a result of a Prime Time Bowling Session purchase that occurs between the hours of 5pm and 11 pm on Friday or Saturday evening. Mail-in entries are limited to one per household or mailing address per week and each mail-in entry must be sent separately. Three (3) random drawings will be conducted, each on or about the 3rd day of the month following that Entry Period, the first being on August 3, 2012 and last on January 3, 2013. There will only be one drawing prize awarded per person, email address, phone number and or household. Non-winning entries will be carried over into, and will be eligible for, subsequent drawings.

IMPORTANT: Prize winner will be notified by email or phone. The winner will receive an electronic affidavit of eligibility, liability release, and, where permitted by law, publicity release (collectively, "Affidavit") and a W9 form which must be completed in full and signed to establish eligibility and to receive the prize.

The winner must reply to the winner notification and return the completed and signed affidavit and W9 form within seventy two (72) hours of receipt of the notification or the prize will be forfeited and an alternate winner will be randomly selected from among the remaining entries in the applicable drawing/entry pool.

GENERAL PRIZE CONDITIONS: All prizes are nonrefundable and nontransferable, except at the sole discretion of Sponsor or as otherwise stated in these Complete Official Rules. If Sponsor is unable to provide prizes listed above, Sponsor reserves the right to substitute the grand prize with prize of equal or greater value for any reason. By participating in this Sweepstakes and accepting a prize, winner agrees (and agrees to confirm this grant in writing, if requested) to allow use of his or her name, voice, likeness, biographical information and/or photo for advertising and/or publicity purposes in all media now known or hereinafter invented without territorial or time limitations and without compensation or notice, unless prohibited. Federal, state and local taxes, if any, are the sole responsibility of winner. The winner of any prize with a retail value of \$600 or more will receive a Form 1099 from the Sponsor for the retail value of the Prize (stated above) that he/she won, in the calendar year in which prize is awarded. Any differences between stated approximate retail value and actual value of a prize will not be awarded.

4. PRIZES/ODDS OF WINNING: On the Entry Period, random drawing dates listed above, PPC, Inc., an independent judging organization ("Promotion Administrator"), will conduct random drawings from among all eligible entries received for the specified Entry Period to randomly select one (1) prize winner per Entry Period. Each prize winner will receive an iPad valued at approximately \$499. Winners will be notified by email and/or telephone. Odds of winning will be determined by the number of eligible entries received during each Entry Period. Total approximate retail value of all prizes to be awarded is \$1,497.

5. GENERAL: All taxes on prizes are the sole responsibility of winners. By participating, entrants agree [a] to abide by and be bound by these rules and the terms of use and privacy policy located on the www.amf.com website. The decisions of Sponsor and Promotion Administrator shall be final in all respects relating to the sweepstakes, including without limitation the interpretation of these rules; [b] to release, discharge and hold harmless Sponsor, its subsidiaries, affiliates, advertising agencies, promotional agencies and suppliers and any other individual or company involved in the development or execution of the sweepstakes from any and all injuries, liability, losses, damages, rights, claims and actions of any kind resulting from their participation in the Sweepstakes or their acceptance, use or misuse of a prize; and if a winner [c] to the Sponsor's use of their name, voice, image and/or likenesses for advertising, publicity and promotional purposes without further compensation (unless prohibited by law) and to execute specific consent to such use if asked to do so. Winners will be required to complete an affidavit of eligibility, liability and (where legal) publicity release which must be returned within time period specified in notification letter or an alternate winner may be selected. In the event of a dispute about the identity of a potential winning phone entrant, entry will be declared made by the registered user (meeting eligibility criteria) of the telephone account and, if a prize is won, it will be awarded to that

registered telephone account user. In case of dispute as to the identity of a potential winning email entrant, entry will be declared made by the registered user (meeting eligibility criteria) of the e-mail account and, if a prize is won, it will be awarded to that registered email account user. Any Sweepstakes entry will be automatically void if it is determined to be a mass entry or mechanically reproduced, altered or tampered with in any way.

If winner is 18 or older, as is required for entry, but not of the age of majority in state of residence, prize will be awarded in the name of parent or legal guardian who will be required to sign all necessary affidavits and releases. Return of any prize notification as undeliverable will result in forfeiture of the prize. Sponsor, its affiliates, subsidiaries, agencies and representatives and their respective directors, officers, shareholders and employees are not responsible and shall not be liable for: [a] telephone, electronic, hardware or software program, network, internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any error (human or otherwise) which may occur in the processing of entries; [b] failed, incomplete, garbled or delayed computer transmissions; [c] calls which are late, misdirected, unintelligible, garbled or incomplete, or receive a busy signal or are not recorded or cannot be completed for any reason; [d] late, lost, misdirected, mutilated, incomplete, illegible entries or postage-due mail; or [e] any condition caused by events beyond the control of the Sponsor that may cause the promotion to be disrupted or corrupted. Sponsor reserves the right in its sole discretion to cancel or suspend the sweepstakes or any portion thereof should viruses, bugs or other causes beyond control of Sponsor corrupt the administration, security or proper play of the sweepstakes, in which case all prizes will be awarded via a random drawing from among all eligible entries received prior to cancellation. Entry information becomes property of Sponsor. No prize transfer. No prize substitution. All federal, state and local regulations apply.

For a copy of these Official Rules, go to www.amf.com/ipad-contest-rules or mail a self-addressed stamped envelope to be received by December 31, 2012 to: AMF Customer Survey Giveaway, Rules Request, 3651 Peachtree Parkway, Ste. E-139, Suwanee, GA 30024.

6. WINNER LIST: For a list of winners, mail a self-addressed, stamped envelope to be received by January 31, 2013 to: AMF Customer Survey Giveaway, Winners List Request, 3651 Peachtree Parkway, Ste. E-139, Suwanee, GA 30024.

Sponsor: AMF Bowling Centers, Inc., 7313 Bell Creek Road, Mechanicsville, VA 23111.