

2010-2011 DENVER NUGGETS "GOLDEN TICKET" GIVEAWAY
OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. VOID WHERE PROHIBITED BY LAW. PRIZE ACCEPTANCE AGREEMENT MAY BE REQUIRED. ENTRY IN THIS PROMOTION CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES.

1. **ELIGIBILITY.** The 2010-2011 Denver Nuggets "Golden Ticket" Giveaway (the "Promotion") is open only to natural persons who are legal residents and physically located within seventy-five (75) miles of the city of Denver, Colorado, and are at least eighteen (18) years of age, have a valid Colorado driver's license and proof of insurance as required by law at the time of entry. Employees of the Denver Nuggets, Kroenke Sports Enterprises, Front Range Kia retailers, Kia Motors America, Inc. ("KMA"), the National Basketball Association and its member teams, NBA Properties Inc., and each of their respective parents, affiliates, subsidiaries, directors, officers, governors, owners and advertising and promotional agencies, and such employees immediate family members (spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children, grandchildren), and any persons living in the same household of such employees are not eligible to participate or win a prize in this Promotion. Proof of eligibility may be required. Void where prohibited by law.
2. **SPONSOR.** The sponsor of this Promotion is: The Denver Nuggets Limited Partnership, a Delaware limited partnership, 1000 Chopper Circle, Denver, CO 80204 (the "Sponsor").
3. **HOW TO ENTER.** **Eligible individuals who visit participating Front Range Kia retailers between November 1, 2010 and December 31, 2010 (the "Promotion Period") and complete a test drive of any new Kia vehicle will be eligible to select a prize envelope on the same date and at the same location as the participating Front Range Kia visited.** KMA, in its sole discretion, may deny a participant the opportunity to test drive a new Kia vehicle if such participant is ineligible under these Official Rules and Regulations ("Official Rules") or otherwise unfit to drive a motor vehicle. **Prize envelopes are only available while supplies last at the specific participating Front Range Kia retailer visited by the eligible individual.** There are a total of four hundred sixty-three (463) prize envelopes that will be distributed among the participating Front Range Kia retailers. Limit one (1) prize envelope per eligible individual, regardless of how many vehicles are test driven.

After an eligible individual finishes their test drive of a new Kia vehicle at a participating Front Range Kia retailer, a Kia representative will direct the individual to select a prize envelope (while supplies last). Once all four hundred sixty-three (463) prize envelopes have been distributed by Front Range Kia retailers, no additional prize envelopes will be distributed. Upon exhausting its specific allotment of prize envelopes, a participating Front Range Kia retailer will automatically become a non-participating Kia retailer for purposes of this Promotion. Only eligible individuals that test drive a new Kia vehicle at participating Front Range Kia retailers are eligible to participate in the Promotion. Sponsor may run multiple campaigns, contests, sweepstakes or other promotions simultaneously. Entry into one campaign, promotion, contest or sweepstakes does not constitute entry into any other.

4. **ODDS/PRIZES.** The odds of winning any prize depends on the number and timing of qualifying test drives during the Promotion Period. The odds of winning a particular prize if you have selected an envelope are detailed after each stated prize below.

Subject to availability, the following prizes may be won in this Promotion: One (1) pair of corner loge season tickets to all 2010-11 Denver Nuggets regular season home games remaining after the date of prize redemption ("regular season home games" excludes post-season playoffs). If you receive an envelope, the odds of winning the season tickets are 1:463. Eight (8) pairs of tickets to the annual Kia Motors Nuggets Charity Event on January 18, 2011. (Note: Each prize winner will only receive two (2) tickets to the event.) If you receive an envelope, the odds of winning the tickets to the charity event are 8: 463. One (1) luxury suite to the Nuggets vs. Utah Jazz game at Pepsi Center on February 4, 2011 (Note: Prize includes twenty (20) tickets and four (4) VIP parking passes for

winner). If you receive an envelope, the odds of winning the tickets for the luxury suite to the Nuggets vs. Utah Jazz game are 1: 463. One (1) luxury suite to the Nuggets vs. San Antonio game at Pepsi Center on March 23, 2011 (Note: Prize includes twenty (20) tickets and four (4) VIP parking passes). If you receive an envelope, the odds of winning the tickets for the luxury suite to the Nuggets vs. San Antonio game are 1: 463. Five (5) VIP Experiences: include five (5) pairs of center loge tickets, pregame tour of Pepsi Center, post game meet and greet with player and an autographed jersey. (Game dates are 1/11/11, 1/15/11, 1/19/11, 2/7/11, 3/12/11 – these game dates have been predetermined and cannot be re-scheduled or exchanged). (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning the tickets for a VIP Experience are 5: 463. Twenty-five (25) pairs of lower level tickets to the Nuggets vs. Utah Jazz at Pepsi Center on February 4, 2011. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning lower level tickets to the Nuggets vs. Utah Jazz game are 25: 463. Twenty-five (25) pairs of lower level tickets to the Nuggets vs. Boston Celtics at Pepsi Center on February 24, 2011. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning lower level tickets to the Nuggets vs. Boston Celtics game are 25: 463. Forty-seven (47) pairs of upper level tickets to the Nuggets vs. Orlando Magic at Pepsi Center on December 14, 2010. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning upper level tickets to the Nuggets vs. Orlando Magic game on December 14, 2010 are 47: 463. Forty-seven (47) of upper level tickets to the Nuggets vs. San Antonio Spurs game on December 16, 2010. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning upper level tickets to the Nuggets vs. San Antonio Spurs game on December 16, 2010 are 47: 463. Forty-seven (47) pairs of upper level tickets to the Nuggets vs. Portland Trailblazers at Pepsi Center on December 28, 2010. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning upper level tickets to the Nuggets vs. Portland Trailblazers game on December 28, 2010 are 47: 463. Forty-seven (47) pairs of upper level tickets to the Nuggets vs. New Orleans Hornets at Pepsi Center on January 9, 2011. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning upper level tickets to the Nuggets vs. New Orleans Hornets game on January 9, 2011 are 47: 463. Forty-seven (47) pairs of upper level tickets to the Nuggets vs. Phoenix Suns at Pepsi Center on January 11, 2011. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning upper level tickets to the Nuggets vs. Phoenix Suns game on January 11, 2011 are 47: 463. Forty-eight (48) pairs of upper level tickets to the Nuggets vs. Oklahoma City Thunder at Pepsi Center on January 19, 2011. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning upper level tickets to the Nuggets vs. Oklahoma City game on January 19, 2011 are 48: 463. Forty-seven (47) pairs of upper level tickets to the Nuggets vs. Portland Trailblazers at Pepsi Center on February 2, 2011. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning upper level tickets to the Nuggets vs. Portland Trailblazers game on February 2, 2011 are 47: 463. Forty-seven (47) pairs of upper level tickets to the Nuggets vs. Dallas Mavericks at Pepsi Center on February 10, 2011. (Note: Each prize winner of this prize will only receive two (2) tickets to the game.) If you receive an envelope, the odds of winning upper level tickets to the Nuggets vs. Dallas Mavericks game on February 10, 2011 are 47: 463. Twenty (20) merchandise items autographed by a current Nuggets player or the team (Note: Each prize winner of this prize will only receive one (1) item of merchandise and each item of merchandise and the individuals who autograph such items remains in the sole and absolute discretion of Sponsor). If you receive an envelope, the odds of winning an autographed item of merchandise are 20: 463. The total approximate retail value ("ARV") of all prizes awarded in this Promotion: One (1) pair of season tickets \$6450, One (1) pair of tickets to the Denver Nuggets and Kia Motors Charity Event \$791, One (1) suite night \$4000, One (1) VIP Experience \$1750, One (1) autographed item \$150, One (1) pair of lower level tickets to February 4th game \$130 and February 24th game \$210, One pair of upper level tickets to December 14th, December 16th, December 28th, January 9th, January 11th, January 19th, February 2nd and February 10th games \$56. Total ARV of all prizes for the Promotion equals \$62,140.00. All ticket prizes are subject in all respect to the terms and conditions set forth on the tickets and any requirements of the facility hosting the game. Exact seat and/or suite locations will be

determined by Sponsor, in its sole and absolute discretion. All winners are strictly prohibited from selling, auctioning, trading, assigning or otherwise transferring any part of their prize.

Ticket vouchers must be redeemed online at <http://www.Nuggets.com> (the "Website") before pickup at the Pepsi Center will-call box office. All other prize winners must contact the identified Denver Nuggets personnel as indicated on the prize voucher by the deadline on the prize voucher in order to redeem (i.e., autographed merchandise, suite tickets, charity event invitation, season tickets). Winners that fail to contact the Denver Nuggets by the applicable deadline forfeit their prize. If an individual who wins tickets to a suite or the charity event is unavailable for the suite night or charity event (as applicable), these prizes may be traded for a replacement prize, subject to Sponsor's sole and absolute discretion. The Sponsor and KMA reserve the right to substitute a prize of like value in the event the described prizes, or any portion thereof, is unavailable for any reason whatsoever.

Neither Sponsor nor KMA are responsible for any lost, stolen or damaged prize vouchers. Lost, stolen or damaged prize vouchers will not be replaced. No reproduction, transfer, assignment, auctioning, bartering or selling of a prize voucher is permitted. If a prize voucher or promotion code is used more than one (1) time, every person who attempts to use that voucher / promotion code will be disqualified from participating/winning, including, at Sponsor's sole discretion, the person whose name matches the dealer test-drive log. After redeeming a prize voucher online, winners will be required to present their prize voucher and valid driver's license in person at the Pepsi Center will-call box office prior to receiving their tickets or prize. Failure to comply with these Official Rules will result in forfeiture of any tickets and prizes which may otherwise have been awarded as part of this Promotion. Unclaimed tickets will also be forfeited.

Winners are solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize(s) they receive. The stated ARV of the prizes is based on available information provided to Sponsor and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner may be required to provide Sponsor with a valid social security number before their prize will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of winners for the actual value of the prize(s) received.

No more than the stated prizes will be awarded. Promotion envelopes are void if not obtained through authorized, legitimate channels, or, in Sponsor's sole discretion, if any part is defective, altered, duplicated, forged, counterfeited, mutilated or tampered with in any way, or if any Promotion contain a printing, seeding, typographical, mechanical or other error, or do not contain proper security devices. The Released Parties' (defined below) sole liability and responsibility for an irregular envelope is limited to replacement with a free randomly selected envelope while supplies last. In the event that production, seeding, printing or any other reasons cause more than the stated number of prizes in any category set forth in these Official Rules to be available or claimed, Sponsor reserves the right to award only the stated number of prizes (previously not awarded) in that category by random drawing among all legitimate eligible prize claimants in that category.

- 5. WINNER NOTIFICATION ACCEPTANCE AND PUBLICITY.** Each potential winner of the Promotion may (in Sponsor's sole discretion) be required to execute an affidavit of eligibility/release of liability/prize acceptance agreement (the "Prize Acceptance Release") and return the Prize Acceptance Release before being eligible to receive his or her prize. If any potential prize winner fails or refuses to sign and return such Prize Acceptance Release within three (3) days of the first (1st) notification attempt or if the prize notification is returned as rejected, faulty, unclaimed or returned as undeliverable to such potential prize winner, such potential prize winner (in Sponsor's sole discretion) may be disqualified and an alternate may (in Sponsor's sole discretion) be selected. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules, he or she may be disqualified in Sponsor's sole discretion. The Prize Acceptance Release is subject to verification by Sponsor. Sponsor and KMA are not responsible for and shall not be liable for late, lost, damaged, intercepted misdirected, or unsuccessful efforts to notify the potential winners.

Except where prohibited by law or regulation, participation in the Promotion constitutes entrant's consent to the publication, dissemination and use of his or her name, photograph, image, likeness, biographical data and voice by Sponsor, Kroenke Sports Enterprises, LLC and/or the National Basketball Association and its member teams, KMA, and NBA Properties Inc. in any media and by all manners (now and hereafter known), in perpetuity, at any time for any purpose without any additional compensation to, permission from or inspection by entrant and entrant's waive any and all claims and/or rights to receive any royalties or other compensation for the Sponsor's use thereof, unless prohibited by law.

6. **RELEASE AND WAIVER OF LIABILITY.** By entering or attempting to enter this Promotion, potential entrants, entrants and prize winners agree at all times to defend, indemnify, release and hold harmless Sponsor, Kroenke Sports Enterprises, LLC, Front Range Kia retailers, KMA, the National Basketball Association and its member teams, NBA Properties, Inc, and each of their respective parents, subsidiaries, affiliates, officers, directors, agents, employees, prize suppliers, and advertising and promotion agencies (collectively, the "Released Parties") from and against any and all liability, claims or actions of any kinds whatsoever for injuries, expenses, damages or losses to persons (including death) and property arising out of participating in the Promotion, or which may be sustained in connection with the receipt, possession, ownership, use or misuse of the prizes, or while preparing for, participating in, and/or traveling to any prize-related activity. The Released Parties expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prizes awarded. By participating in this Promotion, entrant agrees to be bound by all the Official Rules of this Promotion. The Released Parties are not responsible for printing or typographical errors in any Promotion-related materials; for stolen, lost, late, misdirected, damaged, incomplete, illegible entries; or for transactions that are lost, misdirected, fail to enter into the processing system, postage-due mail, or are processed, reported, or transmitted late or incorrectly, or are lost for any reason, including, without limitation, paper transfer, or human error; or for electronic, computer, or telephonic malfunction or error. If, in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Promotion, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Promotion, Sponsor reserve the right, in its sole discretion, to disqualify any individual who tampers with the entry process; to modify or suspend the Promotion; or to terminate the Promotion. ANY PERSON ATTEMPTING TO DEFRAUD SPONSOR OR IN ANY WAY TAMPER WITH, DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION WILL BE DISQUALIFIED AND MAY BE SUBJECT TO CIVIL AND/OR CRIMINAL PROSECUTION. Further, the Released Parties are not responsible for any additional expenses, omissions, delays or re-routing resulting from any acts of any government or authority. Also, the Released Parties are not responsible, and may disqualify an entrant, if his or her contact information does not work or if it is changed without entrant giving prior written notice to Sponsor. Released Parties are not responsible or liable to any entrant or to the winner or any person claiming through such winner for failure to supply the prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, kidnapping, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, vandalism, or any other cause beyond the Released Parties' sole control.
7. **CONSTRUCTION/GOVERNING LAW/DISPUTES.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and Sponsor, shall be governed by, and construed in accordance with the laws of the State of Colorado, without giving effect to any choice of law or conflict of law rules or provisions (whether of Colorado, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Colorado. The parties to any such dispute hereby consent to exclusive jurisdiction and venue of the courts located in the County of Denver, Colorado in any action to enforce

(or otherwise relating to) these Official Rules or relating to this Promotion. In the event that any provision of the Official Rules or the Prize Acceptance Release is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof

BY ENTERING THE PROMOTION, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, (IF ANY), NOT TO EXCEED FIFTY DOLLARS (\$50.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, EXEMPLARY, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

8. **OFFICIAL RULES AND WINNERS' LIST REQUESTS.** For a copy of these Official Rules prior to the close of the Promotion Period or a list of winners after February 1, 2011, send a stamped self-addressed envelope with your request to: Denver Nuggets, c/o Golden Ticket Giveaway, 1000 Chopper Circle, Denver, CO 80204. Please indicate whether you are requesting a copy of the Official Rules or a list of the winners.