

SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE UNITED STATES AND CANADA (EXCLUDING QUEBEC).

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The 52 Carbs Sweepstakes ("Sweepstakes") begins on April 1, 2011 and ends at 11:59 p.m. ET April 1, 2012 ("Sweepstakes Period").

Eligibility: Sweepstakes is open to all natural persons age 18 and older who are legal residents of the United States or Canada (except the province of Quebec) for the duration of the Sweepstakes. Canadian residents must correctly answer a mathematical skill-testing question, if selected as winner, in order to claim prize. Employees, officers, and directors of Holley Performance Products, Inc. its affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, their immediate family members and persons living in their same household, are not eligible to participate in the Sweepstakes. Void where prohibited. All federal, provincial, state, and local laws and regulations apply.

How to Enter: You may enter Sweepstakes two ways: (1) Online: Access the Holley Performance Products, Inc. web site at <http://www.holley.com/HolleyNews/subscribe.asp> and access the Sweepstakes entry page and complete the online entry form in its entirety and click on the "Submit" button; (2) By Mail: Legibly hand-print on a 3" by 5" card the words "52 Carbs Sweepstakes" along with your name, address, e-mail address (if you do not have an e-mail address or do not want to be sent e-mails from Holley, print "no e-mail address"), date of birth and telephone number and mail the entry to: Holley Performance Products, Inc.,
Attention: 52 Carbs Sweepstakes
1801 Russellville Road
Bowling Green, KY 42101.

Only one entry per person/e-mail address for the Sweepstakes Period is permitted.

Online entries must be received by 11:59 p.m. ET April 1, 2012 and mail-in entries must be received by April 15, 2012. All entries become the exclusive property of Holley Performance Products, Inc. and will not be acknowledged or returned. Only one drawing for one more carburetor will be done after the April 15, 2012 deadline.

Prize: 52 selected winners will receive one (1) Holley carburetor of their choice (excludes Ultra HPs & Ultra Dominators). Approximate retail value of carburetors range from \$250 to \$850. No alternative prize, cash, or other substitution is permitted except by Holley Performance Products, Inc. in the event of prize unavailability. Prize is not transferable or assignable. Prize will be shipped to winners within four to six weeks of selection. Holley Performance Products, Inc. is not responsible for carburetor installation. Any additional expenses including any taxes associated with this prize are the sole responsibility of the winner.

Selection of Winner: Winners will be determined by random drawing every four weeks throughout the sweepstakes period. All decisions are final and binding. Odds of winning will be determined by the number of eligible entries received. Winner will be notified by e-mail, phone, postal mail and/or express mail at Holley Performance Products, Inc.'s sole discretion.

General Terms and Conditions: Taxes on prize are the sole responsibility of Winner. By entering, each participant agrees to be bound by these official Rules and the decisions of Holley Performance Products, Inc., which shall be final. Holley Performance Products, Inc., agents and representatives of Holley Performance Products, Inc., its affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, incomplete, illegible, unintelligible, or postage-due entries; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of the Sponsor that may cause the Sweepstakes to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind arising in connection with or as result the prize, or acceptance, possession, or use the prize, or from participation in the Sweepstakes; or (vi) any printing or typographical errors in any materials associated with the Sweepstakes. Sponsor reserves the right, in its sole discretion, to suspend or cancel Sweepstakes at any time if a computer virus, bug, or other technical problem corrupts the administration, security, or proper play of the Sweepstakes.

By participating in the Sweepstakes, each participant agrees to release and hold Holley Performance Products, Inc. and the employees, officers, directors, shareholders, agents representatives of Holley Performance Products, Inc., its affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with Sweepstakes or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. Any use of robotic, automatic, programmed or the like entry methods will void all such entries by such methods.

Winners List and Official Rules: A winners list will be posted on this web site through a link on the entry page on the World Wide Web throughout the Sweepstakes period. To obtain a copy of the winner list or a copy of these Official Rules, send your request along with a stamped, self-addressed envelope to: Holley Performance Products, Inc., Attention: 52 Carb Sweepstakes, 1801 Russellville Road, Bowling Green, KY 42101. Requests must be received no later than April 30, 2012.