PROSPECTIVE LICENSEE COMPANY INFORMATION

Please complete and return this form, along with a nonrefundable application fee of $500, to the following address:

Richard Childress Racing Enterprises, LLC
Attention: Jennifer White
425 Industrial Drive
Welcome, N.C. 27374
(336) 731-3334 ext. 3183
Fax (336) 731-5626

If additional space is needed to adequately answer any of the below items, attach additional pages referencing that particular item number.

I. Company Information

A. Name of Company: __________________________________________________________

Other Assumed Names Used (if any): ____________________________________________

B. State of Incorporation or Organization: _______________________________________

C. Type of Entity

_____ Corporation _____ Limited Liability Corporation

_____ Partnership _____ Other: __________________________

D. Mailing Address:

Address: ________________________________________________________________

Street or P.O. Box

City State Zip
E. Street Address (if different than above):

Address: ________________________________________________

Street

City    State    Zip

F. Telephone: (   ) ____________________________

Area Code    Number

Facsimile No: (   ) ____________________________

Area Code    Number

II. Ownership/Management Information

A. Describe the ownership structure of your business (complete name and business address) for principal owner.

_____________________________________________________

_____________________________________________________

_____________________________________________________

B. Principal Management:

1. President: ________________________________

2. Sales Director: ________________________________

3. Marketing/Advertising Director: ________________________________

4. Chief Financial Officer: ________________________________

5. Counsel (if applicable): ________________________________

C. Years in Business: ________________________________
III. Properties

A. Identify the properties for which you seek a license by circling below.

YOU MUST LIST A GUARANTEE AND ADVANCE FOR EACH PROPERTY THAT YOU ARE REQUESTING A TRADEMARK AGREEMENT. BE SURE TO INCLUDE YOUR ROYALTY RATE REQUEST:

ROYALTY RATE: _______

<table>
<thead>
<tr>
<th>SPRINT CUP</th>
<th>GUARANTEE</th>
<th>ADVANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin Dillon</td>
<td>$_________</td>
<td>$_________</td>
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<tr>
<td>Ty Dillon</td>
<td>$_________</td>
<td>$_________</td>
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<tr>
<td>Paul Menard</td>
<td>$_________</td>
<td>$_________</td>
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<tr>
<td>Ryan Newman</td>
<td>$_________</td>
<td>$_________</td>
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<tr>
<td>Brendan Gaughan</td>
<td>$_________</td>
<td>$_________</td>
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<tr>
<td>Brian Scott</td>
<td>$_________</td>
<td>$_________</td>
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<tr>
<td>RCR Generic</td>
<td>$_________</td>
<td>$_________</td>
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</table>

IV. Product Information

A. Description of Product(s) for which you seek a license.

________________________________________________________________________

________________________________________________________________________

B. Quantity of Product(s) that you desire to produce: _______________

C. Estimated Wholesale Selling Price/Unit: __________________________

D. Estimated Retail Price /Unit: __________________________

E. Requested Term of License Agreement: __________________________

F. Has the Product(s) been tested for compliance with:

American Society for Testing & Material Standards? _____ Yes _____ No

Consumer Products Safety Commission Standards? _____ Yes _____ No

Other Laws _______________________________________________________

Results: __________________________________________________________ (attach reports)

If no testing, indicate method for ensuring compliance: _______________
G. Will the product(s) be used in conjunction with any other trademarks or Proprietary rights?

Yes    No

Identify: ________________________________

Source of rights in these Marks: ________________________________

H. Attach a sample or prototype of each product to this License Application.

V. Marketing Information

A. Describe any advertising and promotional materials or programs you plan to use to market the above products:

B. Describe anticipated timing for the marketing and production of each proposed licensed product:

C. Does your firm use an advertising agency? ________________________________

1. Name: ________________________________
2. Address: ________________________________
3. Key Contact: ________________________________
4. Telephone No: ( ) ________________________________

D. What amount of advertising promotion and merchandising funds do you plan to spend in support of this new licensed product for the first year should you receive this license?

$ ________________________________

And what type?

_____ Consumer Advertising    _____ Trade Advertising

_____ In-Store Materials    _____ Sales/Trade Incentives
E. Does your company have product design and artwork capability?

- Yes
- No

F. If yes, who does the design?

- Company Art Department
- Free Lance
- Agency

G. Does your company have a formal Quality Control Program?

If "yes", what criteria is used for Quality Control?

VI. Manufacturing Information

A. Will your company actually manufacture this product?

B. If not, who will manufacture this product? (Manufacturing Agreement Required) name, address, telephone number:

C. Where will this product be manufactured?

- U.S. Domestic
- Foreign
- Both

D. Number of factories involved in manufacture of product:

E. Location of principal plants (Complete address, telephone number):

1. 

2. 

VII. Sales and Distribution Information

A. Company sales volume for most recent year: $ 

B. Company sales volume for previous year: $ 

C. Distribution capability:
International (No. of Countries _________) list:

__________________________________________

__________________________________________

_____ National  _____ Regional  (No. of States_______)

D. Territory where sublicense requested:

_____ USA

_____ Other

__________________________________________

E. Sales Force
1. _____ Own sales Force - No. of salespersons: _________________
2. _____ Reps, Jobbers, etc. - No: _____________________________
3. _____ Agents - No.: ________________________________
4. Total number of Field Sales Force: ____________________________

F. Current Distribution

<table>
<thead>
<tr>
<th>Type of Account</th>
<th>% of Sales Volume</th>
<th>Leading Accounts Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. National Chains</td>
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<tr>
<td>2. Regional Chains</td>
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<td></td>
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<tr>
<td>3. Department Stores</td>
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<td></td>
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<tr>
<td>4. Buying Offices</td>
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<tr>
<td>5. Discount Stores</td>
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<tr>
<td>6. Drug Stores</td>
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<tr>
<td>7. Food Stores</td>
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<tr>
<td>8. Convenience Stores</td>
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<tr>
<td>9. Catalog Stores</td>
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<tr>
<td>10. Toy Stores</td>
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<tr>
<td>11. Internet</td>
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<tr>
<td>12. Other (Specify)</td>
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</tbody>
</table>

G. Estimate of annual dollar volume of the items you wish to manufacture under this license.

Year 1 $ ___________________ Year 2 $ ___________________

H. Accounts to whom you plan to sell the licensed products:

Wholesale: ______________________________
Retail: ____________________________________________

Other: ____________________________________________

K. If you currently manufacture a similar type of item, what was its wholesale dollar volume for most recent years? $______________________________

L. Please list three (3) trade references we can contact, who would be able to provide us with an opinion on your company's product line and performance:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact</th>
<th>Telephone No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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</tbody>
</table>

M. List trade shows where you submit your product:

____________________________________________________________________

____________________________________________________________________

N. List other products your company sells that are not included in this license application:

____________________________________________________________________

____________________________________________________________________

VIII. Licensing Information

A. Does your company currently manufacture any other products under licensing contracts?
   _______ Yes _______ No

B. Specify which licenses your firm currently holds:

____________________________________________________________________

____________________________________________________________________

IX. Insurance

A. Does your company carry product liability insurance? _______ If so, list carrier and amount of coverage:

Insurance Carrier: ____________________________________________
Type of Coverage: ____________________________

Individual Limit $ ____________________________

Aggregate Annual Limit $ ____________________________

Expiration: ______________________________________

Deductible $ ____________________________

X. Financial Information

A. Bank Reference

Name: ____________________________

Branch: ____________________________

Address: ____________________________

Bank Contact: ____________________________

Telephone: ____________________________

Credit References (name, address and telephone number):

1. ____________________________

__________________________

__________________________

2. ____________________________

__________________________

__________________________

B. D & B Number: ____________________________

C. Most Current D&B Rating: ____________________________

D. Please include a copy of your most recent D&B Report.

E. As an individual, as an officer of a corporation or as a partner in a partnership, have you ever filed bankruptcy voluntarily or been proceeded against involuntarily as bankrupt. If yes, give details - date, court, case number, etc.
XI. Additional Information

Please enclose any additional information you believe may be helpful in evaluating your sublicense request which should include but not be limited to the following:

1. Product samples, catalog, brochures and promotional materials which illustrate or reference your company's products.


XII. Prospective Licensee Statement:

I hereby attest that the information included herein is true and complete. I understand that any License which may be granted to this company by RCR Race Operations, LLC, will be subject to immediate termination, without the return of any amount paid (including the non-refundable application fee) or the abatement of any amount due, in the event RCR Race Operations, LLC, finds that any of the information contained herein is false, misleading, fraudulent or incomplete in any material respect.

I hereby acknowledge the proprietary nature of all names, likenesses and marks of the properties represented by RCR Race Operations, LLC, and that until such time, if any, as a License has been issued to this company no rights exist for use thereof.

I understand that this application does not constitute an offer from RCR Race Operations, LLC, or imply any obligation on the part of Richard Childress Racing, LLC, to grant a License in any category. RCR Race Operations, LLC, may reject this Application for any reason. I understand that the application fee is non-refundable under any circumstances and that I will not receive credit against future royalties due for any or all of the application fee.

Signature: 

Print Name: 

Title: 

Date: