Event Rules

This event ("Event") is open only to legal residents of the fifty (50) United States, the District of Columbia and Canada, excluding the Province of Quebec, who are at least eighteen (18) years of age, or the age of majority in their province or territory of residence, at the time of entry. Entrants must have a United States or Canada (excluding Quebec) email and mailing address at the time of entry into this Event. This Event is not open to employees of Siemens Product Lifecycle Management Software Inc. (hereinafter "Siemens PLM Software"), its subsidiaries, affiliates, resellers, advertising and promotional agencies or members of their immediate families. Void where prohibited.

To enter and qualify for this Event, you must:

(1) Provide all requested registration details as shown on the Siemens Product Lifecycle Management Software Inc. website (the "SPLM website") to view the Adams Golf Speedline driver Case Study. By submitting the registration details to Siemens PLM Software, you are automatically entered in the Event. Registration and entry for and into the Event must be made via the webpage http://am.siemensplmevents.com/?elqPURLPage=1377 or http://am.siemensplmevents.com/?elqPURLPage=1385 between 12:01am [CST] January 21st, 2010 and midnight [CST] on April, 22nd, 2010. One (1) registered entrant from the Event will receive a prize.

The prize is: one (1) Speedline driver (approximate retail value $250.00 each) (the "Prize/s").

The entrant to receive the Prize ("Prize Winner") will be notified by e-mail no later than midnight [CST] April 30th, 2010. The Prize Winner will have one week (one hundred and sixty-eight hours (168) hours) to respond to the notification to confirm acceptance of the Prize. If the Prize Winner has not responded to Siemens PLM Software by the conclusion of 168 hours from the time of notification, a new Prize Winner will be selected. Selection of Prize Winners will continue until one (1) selected Prize Winner responds by the conclusion of 168 hours from the time of notification. The Prize will be delivered to the address provided by entrant. The determination of the Prize Winner will be conducted by Siemens PLM Software whose decision is final on all matters relating to this Event. The Prize Winner is responsible for all applicable federal, state, and local taxes. Siemens PLM Software will cover shipping costs, including international shipments. The Prize will be awarded and is non-transferable. No cash or other substitutions are allowed except by Siemens PLM Software's sole election due to Prize unavailability. Odds of receiving the Prize are dependent upon the total number of entries received.

Entrants may not enter with multiple identities nor may entrants use any other device or artifice to obtain more than the maximum number of entries. Any entrant who attempts to participate multiple times or with multiple identities or uses any device or artifice to obtain more than the maximum number of entries may be disqualified. Altered, mutilated or illegible entries will be disqualified. Siemens PLM Software is not responsible for lost, late, delayed, mutilated, illegible or misdirected entries or for electronic errors.

By submitting an entry for this Event, entrant agrees to abide by these official rules and any decision Siemens PLM Software makes regarding this Event. Siemens PLM Software reserves the right to disqualify from this Event, and to prosecute to the fullest extent permitted by law, any entrant or Prize

Winner who, in Siemens PLM Software's reasonable suspicion, tampers with the entry process, intentionally submits more than a single entry or mechanical entries, violates these official rules, or acts in an unsportsmanlike or disruptive manner.

By submitting an entry for this Event, entrant (a) agrees to the decisions of Siemens PLM Software which shall be final in all respects; (b) consents to the use of Prize Winners' name, likeness and any statements, quotes or testimonials provided by the Prize Winner for advertising and publicity purposes without further compensation, except where prohibited by law; (c) and agrees to hold harmless and fully indemnify and release Siemens PLM Software, its subsidiaries, and affiliates, and their directors, officers, employees and agents from any and all liability, damages, or causes of action (however named or described) caused by or arising out of entrant's participation or acceptance, possession or use of any Prize.

If for any reason this Event is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of Siemens PLM Software, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Event, Siemens PLM Software reserves the right to cancel, terminate, modify or suspend this Event and conduct a random drawing to award the Prize using all eligible non-suspect entries received as of the termination date. If the Event is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at

http://www.plm.automation.siemens.com/giveaways.

Siemens PLM Software is not responsible for any incorrect or inaccurate capture of information or the failure to capture such information by any of the equipment or programming associated with or utilized in this Event.

For the name of the Prize Winner, mail a self-addressed stamped envelope with the words "Adams Golf Speedline Giveaway" to:

Siemens PLM Software
2000 Eastman Drive
Milford, OH 45150 USA.

The name of the Prize Winner will also be posted at http://www.plm.automation.siemens.com/giveaways/.

This Event is not affiliated in any way with Adams Golf, Inc., or any subsidiary or affiliate of any of this company.

This Event, the rights and obligations of Siemens PLM Software, and the rights and obligations of entrants and the Prize Winner will be governed and controlled by the laws of Texas, applicable to contracts made and performed therein without reference to the applicable choice of law provisions. All actions, proceedings, and litigation relating hereto will be instituted and prosecuted solely within the State of Texas. The parties consent to the jurisdiction of the state courts of Texas and federal court located within the state and county with respect to any action, dispute, or other matter pertaining to or arising out

of this promotion. Event is void where prohibited. By entering this Event, entrant acknowledges and agrees to Siemens PLM Software's collection and use of entrant's personal information, such as name, address, telephone number and e-mail address, for any purpose, including but not limited to, contacting entrant from time to time to inform entrant of products, programs, services and promotions that Siemens PLM Software believes may be of interest to entrant. By entering this Event, entrant hereby acknowledges that he/she has read and accepted these Event Rules.

Note: Siemens and the Siemens logo are registered trademarks of Siemens AG. Tecnomatix is a trademark or registered trademark of Siemens Product Lifecycle Management Software Inc. or its subsidiaries in the United States and in other countries. Speedline is a trademark or registered trademark of Adams Golf, Ltd. Adams Golf GP Corp. in the United States and other countries. All other trademarks, registered trademarks or service marks belong to their respective holders.