

BUD LIGHT® NFL SCORE ALL SEASON SWEEPSTAKES - OFFICIAL RULES

1. NO PURCHASE NECESSARY. The “Bud Light NFL Score All Season Sweepstakes” (“Sweepstakes”) is open to residents of FL, IN, MA, NC, NH, SC and VA who are 21 years of age or older at the time of entry. Void where prohibited.

2. Sweepstakes begins at 12:00:00 a.m. Eastern Daylight Time (“EDT”) on September 1, 2017 and ends at 11:59:59 p.m. Eastern Standard Time (“EST”) on February 28, 2018 (“Sweepstakes Period”). The Sweepstakes Period is divided into three (3) Entry Periods (each an “Entry Period”) as outlined in the chart below:

Entry Period	Start Date/Time	End Date/Time	Drawing Date	No. of Prizes (See Rule #9)
1	09/01/2017, 12:00:00 a.m. EDT	10/31/2017, 11:59:59 p.m. EDT	11/01/2017	Prize No. 1 (400) Prize No. 2 (34) Prize No. 3 (10) Prize No. 4 (4) Prize No. 5 (20) Prize No. 6 (30) Prize No. 7 (20)
2	11/01/2017, 12:00:00 a.m. EDT	01/02/2018, 11:59:59 p.m. EST	01/03/2018	Prize No. 1 (400) Prize No. 2 (33) Prize No. 3 (10) Prize No. 4 (3) Prize No. 5 (15) Prize No. 6 (25) Prize No. 7 (15)
3	01/03/2018, 12:00:00 a.m. EST	02/28/2018, 11:59:59 p.m. EST	03/01/2018	Grand Prize (9) Prize No. 1 (400) Prize No. 2 (33) Prize No. 3 (10) Prize No. 4 (3) Prize No. 5 (15) Prize No. 6 (20) Prize No. 7 (15)

3. Four (4) Ways to Enter: (a) Snapcode: Use your mobile phone or other web-enabled device to scan the Snapcode featured on signs at participating locations. You will be directed to a mobile Web page where you may complete and submit an entry form (an “Entry”); (b) Instagram: Post a photo of you with a Bud Light logo and include the hashtags #ScoreAllSeason and #Sweepstakes (also an “Entry”). You must be a registered user of Instagram and follow @BudLight in order to enter the Sweepstakes via Instagram. Instagram registration is free and can be obtained by logging on to www.instagram.com and following the online instructions to open an account; (c) Twitter: Post a photo of you with a Bud Light logo and include the hashtags #ScoreAllSeason and #Sweepstakes (also an “Entry”). You must be a registered user of Twitter and follow @BudLight on Twitter at <http://www.twitter.com/budlight> in order to enter via Twitter. Twitter registration is free and can be obtained by logging on to <http://www.twitter.com> and following the online instructions to open an account. (d) Internet:

visit www.BudLightScoreAllSeason.com and follow the online instructions to submit an online entry (also an “Entry”).

All entries must be received and recorded during the Sweepstakes Period. Sponsor’s designated official judging organization’s computer is the official time keeping device for this Sweepstakes. No other forms of entry are valid. Limit one (1) entry per person per day. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. (EDT or EST, depending on date/time). See Rule #4 for additional Entry Guidelines. Entry must comply with these Official Rules. Sponsor reserves the right, but not the obligation, to review any Entry for violation of these Official rules and may, at its sole discretion, reject, delete or otherwise exclude an Entry for any reason, including, without limitation, if the Entry contains any Prohibited content (as defined in Rule #4) or any other commentary or material which Sponsor, in its sole discretion deems inappropriate.

If an Entry contains additional people other than only the entrant, please note that the one (1) person submitting the Entry under their name, email address, Instagram or Twitter account will be considered the entrant and only the entrant is eligible to win a prize. No other person in the Entry is eligible to receive a prize. Neither Sponsor nor its representatives are liable for any disputes arising from or related to the Sweepstakes in this regard.

If entering with a mobile phone or other web-enabled device and using your wireless carriers’ network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and other applicable charges. Entrants are solely responsible for any such wireless charges.

Your photo settings must be set to “unprotected” and/or “public” in order for your posts to be viewable by Sponsor and its agents.

4. ENTRY GUIDELINES & PROHIBITED CONTENT: Entries must meet the following requirements:

- Entry cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products, or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.
- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse, and adapt any or all portions of the Entry in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the World in any manner whatsoever and for any purpose, without any notice to the individual or requiring the individual’s approval.
- Entry cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional, or age group, profane or pornographic, reference nudity or any materially dangerous activity; (b) promote the excessive or irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain an image of anyone under 21 years of age; (e) otherwise fail to comply with the Beer

Institute Advertising and Marketing Code as made publicly available at the following online location: <http://www.beerinstitute.org/assets/uploads/BI-AdCode-5-2011.pdf>; (f) contain or reference trademarks, logos, or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Bud Light), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses, or street addresses; (g) contain copyrighted materials owned by others without permission; (h) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; (i) refer to or depict any names, logos, or readily recognizable features of a retailer of alcohol beverages (such as a grocery store, convenience store, restaurant, bar, or any other retail location that sells alcohol beverages); or (j) depict, and cannot itself be in, violation of any law.

- Each entrant warrants and represents that the Entry: (a) is your original work, (b) has not been previously published; (c) has not received previous awards; and (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity, or other intellectual property or other rights of any person or entity;
- Any entrant whose Entry includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons, buildings, trademarks, or logos) must be able to provide legal releases for such use including Sponsor's use of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of entrant as a winner. Sponsor, in its sole discretion, reserves the right to approve or reject any such Entry.
- Any Entry that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein, or on any of Sponsor's social media assets or Websites, or is deemed to be inappropriate for publication is ineligible.
- Incomplete, illegible, deceptive or garbled Entries are not eligible.
- Any such entrant will indemnify and hold harmless Sponsor from any claims to the contrary.

All Entries are subject to Sponsor's Digital Millennium Copyright Act policy, as follows:
DIGITAL MILLENNIUM COPYRIGHT ACT—Anheuser-Busch is committed to respecting and protecting the legal rights of copyright owners. As such, Anheuser-Busch adheres to the following notice and take down policy, in full compliance with Section 512(c)(3) of the DMCA (17 U.S.C. § 512 et seq.). If you believe any of the Entries infringes upon your intellectual property rights, please submit a notification alleging such infringement (hereafter a "DMCA Takedown Notice"). To be valid, a DMCA Takedown Notice must (i) be provided to the Anheuser-Busch designated agent, ("Copyright Agent"), as set forth below, and (ii) include the following:

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works;

- Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access disabled and information reasonably sufficient to permit the service provider to locate the material;
- Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and, if available, an electronic mail;
- A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
- A statement that, under penalty of perjury, the information in the notification is accurate and you are authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Anheuser-Busch's Copyright Agent to receive DMCA Takedown Notices is: email: trademarks@anheuser-busch.com. For clarity, only DMCA Takedown Notices should go to the Copyright Agent; any other feedback, comments, online purchases or other communications should be directed to the applicable customer service links posted on any of Sponsor's social media assets or Websites. You acknowledge that in order for Anheuser-Busch to be authorized to takedown any Content, your DMCA Takedown Notice must comply with all of the requirements of this Section.

By submitting an Entry, you agree that your Entry is gratuitous and made without restriction, that it will not place Sponsor under any obligation other than as stated in these Official Rules, that Sponsor is free to publish or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone, or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Entry, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

By participating, you acknowledge that your Entry may be posted on any of Sponsor's social media assets or Websites, in Sponsor's sole discretion, and that such Entries are not edited by Sponsor and are the views/opinions of the individual entrant and do not reflect the views of the Sponsor in any manner. By entering, you acknowledge that Sponsor has no obligation to use or post any Entry you submit.

5. Winners will be selected in a random drawing to be held on or about each Drawing Date as defined in Rule #2, from among all eligible entries received during the corresponding Entry Period by an independent judging agency, whose decisions are final in all matters relating to this Sweepstakes. Non-winning entries will carry forward to subsequent Entry Period drawings. Winners may not substitute or transfer prize but Sponsor reserves the right to substitute prize with a prize of equal or greater value.

6. All prizes will be awarded. Odds of winning depend on the number of eligible entries received. Potential winners will be notified by email, or via the social media platform by which they entered (Instagram or Twitter) and will be required to respond to the notification within twenty-four (24) hours indicating whether he/she can accept the prize. If no response is received within the time allotted, an alternate potential winner will be selected. Any alternate potential winner selected will also be required to respond to the notification within twenty-four (24) hours. Sponsor is not responsible for suspended or discontinued internet, wireless, or land line phone service which may result in a potential winner not receiving initial prize notification.

Potential winner may be required to complete, sign, and return an affidavit of eligibility and liability and publicity release via email, fax or overnight mail within three (3) days of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is at least 21 years of age or older, the potential winner will be declared the official winner of the Sweepstakes. If Sponsor cannot verify that the potential winner is 21 years of age or older prior to winner notification, then the potential winner will be disqualified and the prize will be awarded to an alternate potential winner. In the event of noncompliance within any of these time periods, or if potential winner does not consent to a confidential background check if Sponsor so determines (see Rule #9), the prize will be forfeited and an alternate potential winner selected. Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner.

Please see the privacy policy located at <http://www.budlight.com/en/privacy-policy.html> for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. If you are verified as the prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

7. Employees and the immediate families of employees of Anheuser-Busch, LLC and its affiliates and subsidiaries; wholesale distributors and their employees and their immediate families; advertising and promotion agencies and their employees and their immediate families; retail licensees and their employees and their immediate families; and the NFL Entities (as defined below) and their employees and their immediate families are ineligible. This Sweepstakes is void where prohibited by law and is subject to federal, state and local regulations. Taxes on prizes, if any, are solely the responsibility of the winners.

8. Acceptance of prize offered constitutes permission for Sponsor to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

9. Prize Details:

Grand Prize (9 total, see Rule #2 for prize break-out): One (1) game cave package consisting of one (1) Xbox One X System; one (1) 55" LED Smart 4K Ultra HDTV; one (1) NFL Madden '18 Xbox One X Game; one (1) TV wall mount; one (1) Sound Bar; and installation by the Geek Squad. Winner must accept delivery of the prize at a specified time. If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Approximate Retail Value ("ARV"): \$2,008.99.

Prize No. 1 (1,200 total, see Rule #2 for prize break-out): One (1) Bud Light NFL bottle coolies ("ARV"): \$1.58.

Prize No. 2 (100 total, see Rule #2 for prize break-out): One (1) Bud Light Table Top Football Game. ARV: \$26.00.

Prize No. 3 (30 total, see Rule #2 for prize break-out): One (1) Bud Light Washer Set. ARV: \$53.50.

Prize No. 4 (10 total, see Rule #2 for prize break-out): One (1) Bud Light NFL Corn Hole Toss. ARV: \$249.00.

Prize No. 5 (50 total, see Rule #2 for prize break-out): One (1) NFLShop.com Code. ARV: \$25.00.

Prize No. 6 (75 total, see Rule #2 for prize break-out): One (1) Xbox Gift Cards. ARV: \$25.00.

Prize No. 7 (50 total, see Rule #2 for prize break-out): One (1) NFL '18 Madden Games. ARV: \$75.00.

For all prizes: If winner cannot accept prize as specified, prize will be forfeited and may be awarded to an alternate winner. Total ARV of all prizes: up to \$35,741.99. The difference between stated value and actual value will not be awarded.

If Sponsor so elects, the potential winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that the potential winner will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, the potential winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, prize will be forfeited and will be awarded to an alternate potential winner.

10. Limitations of Liability and Release: Anheuser-Busch, LLC ("Sponsor") and its affiliates, subsidiaries, and agencies, and the NFL Entities (as defined below) are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Sponsor's terms of service, as solely determined by the Sponsor, will be disqualified. Neither the Sponsor nor its agencies are responsible for any incorrect or inaccurate information whether caused by users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized access to the Sweepstakes data. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Entries, and may subject that entrant to disqualification. Neither the Sponsor nor its agencies are responsible for injury or damage to entrants or any other person's computer or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play of this Sweepstakes, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and determine the winners from valid, non-suspect Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding Entries from multiple users having the same email, the authorized subscriber of the email account used to enter will be

deemed to be the entrant, and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

Entrants agree (a) that Sponsor, its parent, subsidiary and affiliated companies, and advertising and Sweepstakes agencies, and their respective officers, directors, employees, wholesale distributors, representatives and agents, and the NFL Entities (as defined below) will have no liability whatsoever for, and are released and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize, or travel thereto, or participation in this Sweepstakes or in any Sweepstakes-related activity, and (b) winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, biographical information and/or likeness, Entry (and assign the Entry, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade and Sweepstakes purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

11. You grant to Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable right and license to exploit your Entry in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to you or any third party, for any purpose, including, without limitation, your Entry and any person's property (physical, personal, and indicia) contained therein. The foregoing grant includes, without limitation, the right to reproduce, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Entry in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in your Entry being associated with a particular Sponsor or Sponsors. Accordingly, you hereby waive any objection to, such use, distribution, reproduction or display of your Entry, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest.

12. By accepting a prize, winner agrees to release and hold Sponsor and the NFL Entities (as defined below) harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage. By participating in this Sweepstakes, participant agrees to be bound by all the Official Rules of this Sweepstakes.

13. For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Bud Light NFL Score All Season Sweepstakes Winner's List Request, c/o AYC Media, 1100 E Hector Street, Suite 313, Conshohocken, PA 19428, for receipt by May 1, 2018.

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Participant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers,

directors, agents, representatives and employees (collectively, the “NFL Entities”) and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

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