

**MICHELOB ULTRA® - ULTRA SKI HAUS SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS INTENDED FOR VIEWING IN COLORADO ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. **ELIGIBILITY:** The “Michelob Ultra - Ultra Ski Haus Sweepstakes” (“Sweepstakes”) is open to legal residents of Colorado who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries; advertising and promotion agencies, wholesale distributors, retail licensees, and all other service agencies involved with the Sweepstakes, and members of their immediate family (spouse, parent, child, sibling), are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.
2. **SPONSOR:** Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.
3. **ADMINISTRATOR:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.
4. **SWEEPSTAKES PERIOD:** Sweepstakes begins at 12:00:00 a.m. Eastern Standard Time (“EST”) on January 29, 2021 and ends at 11:59:59 p.m. EST on February 28, 2021 (“Sweepstakes Period”). The Sweepstakes Period is divided into two (2) entry periods (each an “Entry Period”) as defined in the chart below.

Entry Period	Start Date (at 12:00:00 a.m. EST)	End Date (at 11:59:59 p.m. EST)	Draw Date
1	01/29/21	02/10/21	02/11/21
2	02/11/21	02/28/21	03/01/21

5. **HOW TO ENTER:** Visit <https://michelobultra.promo.eprize.com/skihaus/> (“Website”) during the Sweepstakes Period and follow the online instructions to complete and submit an online entry, including providing a response to the following two (2) questions (a complete “Entry”):

- What is your favorite Winter activity?
- Where is your favorite place to ski or snowboard in Colorado?

All Entries must be received and recorded during the Sweepstakes Period. Administrator’s computer is the official time-keeping device for this Sweepstakes. No other forms of Entry are valid. Limit one (1) Entry per person.

See Appendix A for additional Entry Guidelines & Prohibited Content. 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 Appendix A) or any other commentary or material which Sponsor, in its sole discretion deems inappropriate.

Automated Entries are prohibited and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses, nor use any other device or artifice, to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple email addresses under multiple identities, or uses any device or artifice to register multiple times, will be disqualified and forfeits all prizes won, in Sponsor's sole discretion. Multiple entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered an 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. Potential winners may be required to show proof of being the authorized account subscriber. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

6. **SWEEPSTAKES DRAWING:** One (1) potential prize winner will be selected in a random drawing to be held on or about each Draw Date as defined in Rule #4, from among all eligible Entries received during the corresponding Entry Period by Administrator, whose decisions are final in all matters relating to this Sweepstakes. Non-winning Entries from Entry Period 1 will carry forward to the Entry Period 2 random drawing. Odds of winning a Prize depend on the number of eligible Entries received for each applicable Entry Period. Limit one (1) Prize per person.

7. **WINNER NOTIFICATION:** All prizes will be awarded (time permitting). The potential winners will be notified by email and will be required to respond to the notification within twenty-four (24) hours indicating whether he/she can accept his/her prize. If no response is received within the time allotted, an alternate potential winner will be randomly selected (time permitting). 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 will be required to complete, sign, and return an affidavit of eligibility and liability and publicity release via email, fax or overnight mail within forty-eight (48) hours of prize acceptance. Potential winner will also be required to complete, sign and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor or Sponsor's representatives within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that each winner is at least twenty-one (21) years of age or older, the potential winners will be declared the official winners of the Sweepstakes. If Sponsor cannot verify that each potential winner is twenty-one (21) years of age or older prior to winner notification, then the potential winner will be disqualified and the applicable prize will be awarded to an alternate potential winner (time permitting). Winner's guests must be twenty-one (21) years of age or older as of the end of the Sweepstakes Period and may be required to complete, sign and return a liability and publicity release within forty-eight (48) hours of winner's prize acceptance. Winner's guests will also be required to complete, sign and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor or Sponsor's representatives within forty-eight (48) hours of prize acceptance. In the event of noncompliance within any of these time periods, prize will be forfeited and an alternate potential winner selected

(time permitting). 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 (time permitting).

8. PRIZES: (2 Total, 1 per Entry Period; See Rule #4 and Rule #6):

Entry Period One Prize: Winner will receive one (1) “Trappers Cabin in Beaver Creek” prize package for winner and up to seven (7) guests for the weekend of March 12, 2021 – March 13, 2021. Per current Colorado local guidance on indoor gatherings, winner and his/her seven (7) guests cannot be from more than two (2) households. Prize package consists of cabin accommodations for two (2) consecutive nights; one (1) 2-day ski pass for winner and up to seven (7) guests; select meals and one (1) \$2,500.00 prepaid card. Approximate Retail Value (“ARV”) is \$12,500.00. Winner may be required to provide a credit card at time of cabin check-in. Terms and conditions received with delivery of prepaid card apply. Transportation, accommodations, meals (excluding what is included in the prize package), gratuities and all other expenses not specified herein are solely winner’s responsibility.

Entry Period Two Prize: Winner will receive one (1) “Trappers Cabin in Beaver Creek” prize package for winner and up to seven (7) guests for the weekend of March 19, 2021 – March 20, 2021. Per current Colorado local guidance on indoor gatherings, winner and his/her seven (7) guests cannot be from more than two (2) households. Prize package consists of cabin accommodations for two (2) consecutive nights; one (1) 2-day ski pass for winner and up to seven (7) guests; select meals and one (1) \$2,500.00 prepaid card. ARV is \$12,500.00. Winner may be required to provide a credit card at time of cabin check-in. Terms and conditions received with delivery of prepaid card apply. Transportation, accommodations, meals (excluding what is included in the prize package), gratuities and all other expenses not specified herein are solely winner’s responsibility.

For All Prizes: If a winner cannot accept prize as specified, applicable prize will be forfeited and awarded to an alternate winner (time permitting). Total ARV of all prizes is \$25,000.00. Any difference between stated value and actual value will not be awarded.

If the prize cannot be awarded for any reason including Acts of God, acts of terrorism, civil disturbances, work stoppage, COVID-19 or any other natural disaster outside of Sponsor’s control, then no prize will be awarded. Colorado and it looks like the current local guidance on indoor gatherings is no more than 10 people of no more than 2 households

Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

If Sponsor so elects, each potential winner and his/her seven (7) guests 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 each potential winner and his/her seven (7) guests will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, each potential winner and his/her

seven (7) guests agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be awarded to an alternate winner (time permitting).

9. **PUBLICITY:** 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.

10. **RELEASE:** By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, Vail Resorts, Inc, and Administrator 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.

11. **GENERAL CONDITIONS:** Anheuser-Busch, LLC, Vail Resorts, Inc, Administrator, and their respective affiliates, subsidiaries, and agencies are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, 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 Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor or Administrator, will be disqualified. Neither Sponsor, Administrator, nor their respective agencies are responsible for any incorrect or inaccurate information whether caused by Website 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 website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Entries, and may subject that entrant to disqualification. Neither Sponsor, Administrator, nor their respective agencies are responsible for injury or damage to participant's 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 or Administrator'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 administration, security, fairness or proper play of this Sweepstakes, or submission of entries, Sponsor and Administrator reserve the right at their sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. Text message Entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant, and must comply with these 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. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES.**

12. **DISPUTE RESOLUTION:** You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Sweepstakes or the Official Rules will be resolved in accordance with the provisions set forth in this Dispute Resolution section. PLEASE READ THIS SECTION CAREFULLY. IT AFFECTS YOUR RIGHTS AND WILL HAVE A SUBSTANTIAL IMPACT ON HOW CLAIMS YOU AND WE HAVE AGAINST EACH OTHER ARE RESOLVED.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Sweepstakes or the Official Rules, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules. You must send the Demand to the following address (the "Notice Address"): Legal Department, Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). THIS ARBITRATION PROVISION LIMITS THE ABILITY OF YOU, ADMINISTRATOR, AND SPONSOR TO LITIGATE CLAIMS IN COURT AND YOU, ADMINISTRATOR, AND SPONSOR EACH AGREE TO WAIVE YOUR RESPECTIVE RIGHTS TO A JURY TRIAL OR A STATE OR FEDERAL JUDGE. YOU AGREE THAT YOU WILL NOT FILE ANY LAWSUIT AGAINST ADMINISTRATOR OR SPONSOR IN ANY STATE OR FEDERAL COURT. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

YOU AGREE THAT YOU WILL NOT FILE A CLASS ACTION OR COLLECTIVE ACTION AGAINST ADMINISTRATOR OR SPONSOR, AND THAT YOU WILL NOT PARTICIPATE IN A CLASS ACTION OR COLLECTIVE ACTION AGAINST THEM. YOU AGREE THAT YOU WILL NOT JOIN YOUR CLAIMS TO THOSE OF ANY OTHER PERSON. Notwithstanding any other provision in the Official Rules, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

13. WINNER'S LIST: For a winner's list, visit <https://bit.ly/378GtgY>. The winner's list will be posted for sixty (60) days after winner confirmation is complete.

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APPENDIX A

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.
- 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 fails 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/general-upload/2015-Beer-Ad-Code-Brochure.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 Michelob Ultra), 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.

- Any Entry that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein or on the Website, 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.

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 used in Sponsor's sole discretion. Entries 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.