

**CHEERS TO BETTER TIMES AHEAD 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 AZ, CA, FL, IL, IN, MI, MO, NC, NM, NY, TN, TX & WI ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “Cheers to Better Times Ahead” (“Sweepstakes”) is open to legal residents of AZ, CA, FL, IL, IN, MI, MO, NC, NM, NY, TN, TX and WI 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 and 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. SWEEPSTAKES PERIOD:

Sweepstakes begins at 12:00:00 a.m. Central Daylight Time (“CDT”) on May 10, 2021 and ends at 11:59:59 p.m. CDT on July 31, 2021 (“Sweepstakes Period”). The Sweepstakes Period is divided into twelve (12) First Prize entry periods (each a “First Prize Entry Period”) and one (1) Grand Prize entry period (“Grand Prize Entry Period”) as defined in the charts below. Administrator’s computer is the official time keeping device for this Sweepstakes.

FIRST PRIZE ENTRY PERIODS

First Prize Entry Period	Start Date	Start Time	End Date	End Time	First Prize Drawing Date
1	05/10/21	12:00:00 a.m. CDT	05/16/21	11:59:59 p.m. CDT	05/17/21
2	05/17/21	12:00:00 a.m. CDT	05/23/21	11:59:59 p.m. CDT	05/24/21
3	05/24/21	12:00:00 a.m. CDT	05/30/21	11:59:59 p.m. CDT	05/31/21
4	05/31/21	12:00:00 a.m. CDT	06/06/21	11:59:59 p.m. CDT	06/07/21
5	06/07/21	12:00:00 a.m. CDT	06/13/21	11:59:59 p.m. CDT	06/14/21
6	06/14/21	12:00:00 a.m. CDT	06/20/21	11:59:59 p.m. CDT	06/21/21

First Prize Entry Period	Start Date	Start Time	End Date	End Time	First Prize Drawing Date
7	06/21/21	12:00:00 a.m. CDT	06/27/21	11:59:59 p.m. CDT	06/28/21
8	06/28/20	12:00:00 a.m. CDT	07/04/21	11:59:59 p.m. CDT	07/05/21
9	07/05/21	12:00:00 a.m. CDT	07/11/21	11:59:59 p.m. CST	07/12/21
10	07/12/21	12:00:00 a.m. CDT	07/18/21	11:59:59 p.m. CDT	07/19/21
11	07/19/21	12:00:00 a.m. CDT	07/25/21	11:59:59 p.m. CDT	07/26/21
12	07/26/21	12:00:00 a.m. CDT	07/31/21	11:59:59 p.m. CDT	08/02/21

GRAND PRIZE ENTRY PERIOD

Grand Prize Entry Period	Start Date	Start Time	End Date	End Time	Grand Prize Drawing Date
1	05/10/21	12:00:00 a.m. CDT	07/31/21	11:59:59 p.m. CDT	08/02/21

3. HOW TO ENTER:

1. Visit <https://www.cheerstobettertimesahead.com/> (“Website”) and follow the online instructions to complete and submit an online entry and select the code “BetterTimes” (“Entry”). You will receive thirty (30) Entries.

After submitting your Entry, you will have the opportunity to earn additional entries by playing one (1) or all three (3) games (each a “Game”) as described below. Participants may visit the website daily to play each Game one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. CDT and ending on the same day at 11:59:59 p.m. CDT.

(a) “Ultra Golf” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one (1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

(b) “Memory Match” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one (1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

(c) “Ultra Trivia” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one

(1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

2. Visit <https://www.cheerstobettertimesahead.com/> (“Website”) and follow the online instructions to complete and submit an online entry and select the code “Cheers” (“Entry”). You will receive thirty (30) Entries.

After submitting your Entry, you will have the opportunity to earn additional entries by playing one (1) or all three (3) games (each a “Game”) as described below. Participants may visit the website daily to play each Game one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. CDT and ending on the same day at 11:59:59 p.m. CDT.

(a) “Ultra Golf” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one (1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

(b) “Memory Match” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one (1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

(c) “Ultra Trivia” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one (1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

3. Visit <https://www.cheerstobettertimesahead.com/> (“Website”) and follow the online instructions to complete and submit an online entry and select the code “Vacation” (“Entry”). You will receive thirty (30) Entries.

After submitting your Entry, you will have the opportunity to earn additional entries by playing one (1) or all three (3) games (each a “Game”) as described below. Participants may visit the website daily to play each Game one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. CDT and ending on the same day at 11:59:59 p.m. CDT.

(a) “Ultra Golf” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one (1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If

no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

(b) “Memory Match” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one (1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

(c) “Ultra Trivia” Game (also a “Game”): Follow the online instructions to play the Game. For each point you score during the Game, you will receive one (1) entry (also an “Entry”) into the random drawing for a chance to win a prize. If no points are earned, you will not receive an entry in the Sweepstakes drawing. See Rule #4 for drawing details. See Rule #6 for prize details.

For all Entries: All Entries must be received and recorded during the Sweepstakes Period. No other forms of entry are valid.

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 arises 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 winner may be required to show proof of being the authorized account subscriber.

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

4. SWEEPSTAKES DRAWING:

Potential winners will be selected in a random drawing to be held on or about each drawing date as defined in Rules No. 2 from among all eligible Entries received by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Potential winners will be randomly selected from each “Group” of eligible Entries as defined below. Odds of winning depend on the number of eligible Entries received per Group.

Group 1: Ten (10) potential winners will be selected on or about each First Prize Drawing Date as defined in Rule #2 from all eligible Entries received from Entrants who entered using the code "BetterTimes." Non-winning Entries will carry forward to subsequent First Prize Entry Period drawings. One (1) potential Grand Prize winner will be selected on or about August 2, 2021 from all eligible entries received from Entrants who entered by using the code "BetterTimes."

Group 2: Ten (10) potential winners will be selected on or about each First Prize Drawing Date as defined in Rule #2 from all eligible Entries received from Entrants who entered using the code "Cheers." Non-winning Entries will carry forward to subsequent First Prize Entry Period drawings. One (1) potential Grand Prize winner will be selected on or about August 2, 2021 from all eligible entries received from Entrants who entered by using the code "Cheers."

Group 3: Ten (10) potential winners will be selected on or about each First Prize Drawing Date as defined in Rule #2 from all eligible Entries received from Entrants who entered using the code "Vacation." Non-winning Entries will carry forward to subsequent First Prize Entry Period drawings. One (1) potential Grand Prize winner will be selected on or about August 2, 2021 from all eligible entries received from Entrants who entered by using the code "Vacation."

All drawings will be conducted by Administrator whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received per Group per Entry Period. Winners may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with a prize of equal or greater value.

5. WINNER NOTIFICATION:

All prizes will be awarded. Potential winners will be notified by email or phone call and will be required to respond to the notification within forty-eight (48) hours indicating whether he/she can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, the prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential Grand Prize winners will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative within three (3) days of prize acceptance. Potential First Prize winners may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative 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 twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the

potential winner is twenty-one (21) years of age or older prior to winner notification, the potential winner will be disqualified and an alternate potential winner will be randomly selected.

Grand Prize winner's guests must be twenty-one (21) years of age or older as of the end date of the Sweepstakes and will also be required to complete, sign and return a liability and publicity release within the same time period.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner will be randomly 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.

Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

6. PRIZE DETAILS:

Grand Prizes (3 total, 1 per Group. See Rule No. 2 and Rule No. 4): Winner will receive one (1) \$7,000.00 check made payable to winner. Approximate Retail Value ("ARV"): \$7,000.00.

First Prize (360 total, 10 per each First Prize Entry Period per Group. See Rule No. 2 and Rule No. 4): One (1) \$25 virtual prepaid card. Terms and conditions of virtual prepaid card will apply. ARV: \$25.00.

For all Prizes:

If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Total ARV of all prizes is \$30,000.00. Any difference between stated value and actual value will not be awarded.

Limit one (1) First Prize per person per Entry Period. 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, potential winners and their guests (if applicable) 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 potential winners and their guests (if applicable) will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, potential winners and their guests (if applicable) agree 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.

7. 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.

8. RELEASE:

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC 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.

9. GENERAL CONDITIONS:

Anheuser-Busch, LLC, Administrator and each of their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered entries, telephone calls, text messages, 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. Released Parties are not 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. Released Parties are not 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; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

10. DISPUTE RESOLUTION:

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.

11. PRIVACY POLICY:

See Sponsor's privacy policy located at <https://www.anheuser-busch.com/privacy-policy.html> (also a "Website") for details regarding the use of personal information collected in connection with this Sweepstakes. 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.

12. SPONSOR:

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

13. ADMINISTRATOR:

Engaged Nation Holdings, LLC, 9107 W. Russell Rd., Las Vegas, NV 89148.

14. WINNER'S LIST:

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Cheers to Better Times Ahead Winner's List Request, Engaged Nation Holdings, LLC. 9107 West Russell Rd., Las Vegas, NV 89148 for receipt by October 2, 2021.

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