

**SHOCK TOP®. SHOCK. SCRATCH. WIN.**  
**OFFICIAL RULES**

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

**1. ELIGIBILITY:**

The “Shock Top. Shock. Scratch. Win.” promotion (“Promotion”) consists of a Scratch-Off Game (“Scratch-Off Game”) and a Sweepstakes (“Sweepstakes”). The Scratch-Off Game (as defined below) is open only to legal residents of the fifty (50) United States and the District of Columbia (excluding residents of New Jersey and Texas), who are at least twenty-one (21) years old at the time of entry. The Sweepstakes (as defined below) is only open to legal residents of the fifty (50) United States and the District of Columbia who are at least 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 Promotion is subject to all applicable federal, state, and local laws and regulations. The Promotion is void where prohibited. Participation in the Promotion 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 the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. PROMOTION PERIOD:**

Promotion begins at 12:00:00 a.m. Eastern Daylight Time (“EDT”) on May 1, 2018 and ends at 11:59:59 p.m. EDT on August 31, 2018 (“Promotion Period”). Administrator’s computer is the official time-keeping device for this Promotion.

**3. HOW TO PARTICIPATE IN THE SCRATCH-OFF GAME:**

**A. For United States Residents (excluding residents of AZ, CA, CO, HI, ID, NJ, TX, WA and WV):** To participate, you must obtain a Scratch-Off Sleeve (“Game Piece”) as outlined below:

**1. Game Pieces will be distributed at participating retail locations:**

- a) Look for the “Shock Top. Shock. Scratch. Win.” Promotion at a participating retail location.

- b) Purchase a Shock Top beer: Purchase one (1) Shock Top beer (bottle or draught) and you will receive one (1) Game Piece from your server, while supplies last.
  - c) Alternate Free Method: To participate without making a Shock Top beer purchase, ask your server for a free Game Piece, while supplies last.
  - d) Limit three (3) Game Pieces per person per day.
2. To obtain a free Game Piece without visiting a participating retail location:

Mail-in: To receive a free Game Piece without visiting a participating retail location, hand print your name, street address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper along with a self-addressed stamped envelope (legal residents of Vermont do not need to include a self-addressed stamped envelope) and mail it in an envelope with proper postage to "Shock. Scratch. Win. - Request," c/o HelloWorld, Inc. P.O. Box 5996 Dept. # 834929, Kalamazoo, MI 49003-5996. You will receive one (1) Game Piece, while supplies last. Limit: One (1) Game Piece request per envelope. Limit three (3) Game Piece requests per person per day. All mail-in Game Piece requests must be handwritten and must be postmarked by August 24, 2018 and received by August 31, 2018. Sponsor is not responsible for illegible, incomplete, lost, late, stolen, separated, damaged, misdirected or postage-due mail requests.

**B. For AZ, CA, CO, HI, ID, WA and WV residents:** To participate, you must obtain a Scratch-Off Sleeve ("Game Piece") as outlined below:

1. Game Pieces will be distributed by Sponsor's Shock Top Ambassadors, or its wholesaler representatives, at Sponsor's "Shock Top. Shock. Scratch. Win." On-Premise Activations:
- a) Look for Sponsor's "Shock Top. Shock. Scratch. Win." On-Premise Activations (each an "Activation") at a participating location. Exact times and locations of Activations will be determined by Sponsor, in Sponsor's sole discretion; no prior announcements will be made.
  - b) Follow the instructions provided by Sponsor's Shock Top Ambassadors, or its wholesaler representatives, at the Activation.
  - c) Consumers who participate will be given a free Game Piece by Sponsor's Shock Top Ambassadors, or its wholesaler representative, while supplies last.
  - d) The retail establishment is not responsible for the distribution of Game Pieces at the Activation.

e) Limit three (3) Game Pieces per person per day.

2. To obtain a free Game Piece without attending an Activation:

Mail-in: To receive a free Game Piece without attending an Activation, hand print your name, street address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper along with a self-addressed stamped envelope (legal residents of Vermont do not need to include a self-addressed stamped envelope) and mail it in an envelope with proper postage to "Shock. Scratch. Win. - Request," c/o HelloWorld, Inc. P.O. Box 5996 Dept. # 834929, Kalamazoo, MI 49003-5996. You will receive one (1) Game Piece, while supplies last. Limit: One (1) Game Piece request per envelope. Limit three (3) Game Piece requests per person per day. All mail-in Game Piece requests must be handwritten and must be postmarked by August 24, 2018 and received by August 31, 2018. Sponsor is not responsible for illegible, incomplete, lost, late, stolen, separated, damaged, misdirected or postage-due mail requests.

Once you have obtained a Game Piece, scratch off the area indicated to determine whether or not you have won a Scratch-Off Game Prize #1, Scratch-Off Game Prize #2, Scratch-Off Game Prize #3 or Scratch-Off Game Prize #4 (each a "Scratch-Off Prize") (subject to verification). See Rule #6 for Scratch-Off Prize details. The Game Piece will include a message indicating if you have won a Scratch-Off Prize or not. If you are a potential winner of a Scratch-Off Prize, the Game Piece will include a unique code (each a "Winning Code") and the Scratch-Off Prize will be indicated on the Game Piece. Only official Game Pieces from the "Shock Top. Shock. Scratch. Win." Promotion are eligible. All other Game Pieces are invalid and void.

Prize Redemption: To claim your prize, visit [shocktop.com/shockscratchwin](http://shocktop.com/shockscratchwin) and follow the instructions to complete and submit the registration form and enter the Winning Code as indicated on your Game Piece to claim your prize. The submission of a prize claim is solely the responsibility of the potential winner. All prize claims must be submitted and received by 11:59:59 p.m. EDT on September 14, 2018. Prize claims are subject to eligibility and verification by Administrator or Sponsor whose decisions are final in all matters relating to this Promotion. In the event that a Winning Code is not claimed by 11:59:59 p.m. EDT on September 14, 2018, the prize will not be awarded. Up to three (3) Winning Codes may be redeemed per person per day. Limit four (4) Scratch-Off Game Prizes per person during the Promotion Period.

4. **HOW TO ENTER THE SWEEPSTAKES:**

During the Promotion Period, visit [shocktop.com/shockscratchwin](http://shocktop.com/shockscratchwin) ("Website") and follow the online instructions to complete and submit an online entry ("Entry"). All Entries must be received and recorded during the Promotion Period. No other forms of Entry are valid. Limit one (1) Entry per person per day during the Promotion Period. A "day" is

defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. EDT and ending on the same day at 11:59:59 p.m. EDT.

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 forfeit the Sweepstakes prize 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 Promotion 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 holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential Sweepstakes prize winner may be required to show proof of being the authorized account subscriber.

## **5. VERIFICATION OF POTENTIAL WINNERS/ODDS OF WINNING:**

**SCRATCH-OFF GAME:** There will be one-hundred five-thousand (105,000) winning Game Pieces. Odds of winning: 1:10. If you receive a winning Game Piece you will be a potential winner of the Scratch-Off Prize indicated on the Game Piece. See Rule #3 for Scratch-Off Prize redemption details. 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 seven (7) days of prize redemption. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is at least twenty-one (21) years of age or older, the potential winner will be declared a winner of a Scratch-Off Prize in this Promotion. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, then the potential winner will be disqualified and the prize will not be awarded. Any prize notification or prize returned to the Sponsor or Administrator as undeliverable will result in disqualification and the prize will be forfeited. Unclaimed prizes will not be awarded.

**SWEEPSTAKES:** The Grand Prize will be awarded. Potential winner will be selected in a random drawing to be held on or about September 1, 2018 from among all eligible entries received by Administrator, whose decisions are final in all matters relating to this Promotion. Odds of winning depend on the number of eligible entries received during the Promotion Period. The potential winner will be notified by email, mail or phone and will be required to respond to the notification forty-eight (48) 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. Any alternate potential winners selected will also be required to respond to the notification within forty-eight (48) 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 seven (7) 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 twenty-one (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 twenty-one (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, 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

## **6. PRIZES:**

### **SCRATCH-OFF GAME PRIZES:**

Scratch-Off Game Prize #1 (26,250 total): Each winner will receive one (1) \$5.00 Domino's credit. ARV: \$5.00. Domino's credit is redeemable at [www.dominos.com](http://www.dominos.com) or on the Domino's app available from the Apple App Store or Google Play Store. Domino's®, Domino's Pizza® and the modular logo are registered trademarks of Domino's IP Holder LLC. All rights reserved. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Domino's Pizza LLC. You understand that you are providing your information to the Sponsor and not to Domino's Pizza LLC.

Scratch-Off Game Prize #2 (26,250 total): Each winner will receive ten (10) TouchTunes Jukebox Credits. ARV: \$5.00. TouchTunes Jukebox Credits are redeemable via the TouchTunes app available from the Apple App Store or Google Play Store, or on any promo code-enable TouchTunes Jukebox. Credits expire one-hundred eighty (180) days from the date of redemption. Code valid until December 31, 2018.

Scratch-Off Game Prize #3 (26,250 total): Each winner will receive one (1) \$5.00 Lyft credit. ARV: \$5.00. Lyft credit is redeemable at <https://lyft.com> or on the Lyft app available from the Apple App Store or Google Play Store. Offer valid until December 31, 2018. Discount does not apply to tips, cancellation fee, or damage charges and any such charges are the responsibility of the Lyft user. Cannot be combined with other rider credit offers. Subjects to Lyft's Term of Use as stated at <https://lyft.com>.

Scratch-Off Game Prize #4 (26,250 total): Each winner will receive one (1) \$5.00 Fandango Promo Code via e-mail valid for a movie ticket (up to \$5.00 total ticket and convenience fee value) to see any movie at Fandango partner theaters in the fifty (50) United States and District of Columbia. ARV: \$5.00. Fandango Promotional Code must be redeemed by December 31, 2018 and is void if not redeemed by the expiration date. Only valid for purchase of movie tickets made at [www.fandango.com](http://www.fandango.com) or via the Fandango app and cannot be redeemed directly at any Fandango partner theater box office. If lost

or stolen, cannot be replaced. No cash value. Not valid with any other offer. Offer valid for one-time use only. Not for resale; void if sold or exchanged. If cost of movie ticket with Fandango's convenience fee included is more than maximum value of the Fandango Promotional Code, then user must pay the difference. Any price difference between movie ticket purchased and maximum value of the Fandango Promotional Code will not be refunded. Fandango Loyalty Solutions, LLC or its parents, affiliates, and subsidiaries are not a sponsor or co-sponsor of this Promotion and are not responsible for the promotion, administration or execution of this Promotion. By participating in this Promotion, entrants agree, for themselves and for their heirs, executors and administrator(s), to release, defend, and hold harmless, Fandango Loyalty Solutions, LLC and their parents, affiliates and subsidiaries and each of their respective officers, directors, agents, representatives and employees, from any and all actions, claims, liability, damage, injury including death, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use or misuse of any prize (including any travel or any activities related thereto). The redemption of Fandango Promotional Code is subject to Fandango's Terms and Policies at [www.fandango.com/terms-and-policies](http://www.fandango.com/terms-and-policies). All Rights Reserved.

Limit four (4) Scratch-Off Game Prizes per person during the Promotion Period. If winner cannot accept the prize as specified by Sponsor, prize will be forfeited.

#### SWEEPSTAKES PRIZE:

Grand Prize (1 total): "Shock Top for Life" prize as defined below:

For residents of AK, CO, DC, DE, FL, HI, IA, KS, LA, MA, MS, MO, MT, NC, NE, NY, NV, ND, OK, SC, SD, TN & WY: The "Shock Top for Life" prize includes six (6) cases of Shock Top to be delivered to the winner on a quarterly basis, starting with the first month in which the prize is redeemed, for the winner's life, up to thirty (30) years. Details to be provided during winner notification and prize fulfillment process. At any time during the thirty (30) year period, Sponsor may elect to provide a cash payment to the winner in the amount of \$600.00 for each remaining year of the "Shock Top for Life" prize. In the event of the winner's death, the "Shock Top for Life" prize will not be awarded. The "Shock Top for Life" prize is not transferable. Approximate Retail Value ("ARV"): \$18,000.00

For residents of AL, AR, AZ, CA, CT, GA, ID, IL, IN, KY, MD, ME, MI, MN, NH, NJ, NM, OH, OR, PA, RI, TX, UT VA, VT, WA, WI & WV: The "Shock Top for Life" prize consists of \$18,000.00 awarded to the winner in the form of debit cards. Debit cards are subject to the terms and conditions as stated on the debit cards. ARV: \$18,000.00.

If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner.

For all Prizes: Total ARV of all prizes: \$543,000.00. Any difference between stated value and actual value will not be awarded.

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 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, to be determined at the sole discretion of Sponsor, prize will be forfeited and may 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 its affiliates, subsidiaries, and agencies 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. Neither Sponsor,

Administrator, nor its 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 its 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 reserves the right at its 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. 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, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR ITS AGENCIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

**10. LIMITATIONS OF LIABILITY:**

Promotion materials and Game Pieces are void if not obtained through authorized, legitimate channels, or if any part is defective, altered, duplicated, photocopied, forged, counterfeited, mutilated or tampered with in any way, or if Promotion materials or Game Pieces contain or are the result of a printing, seeding, typographical, mechanical or other error(s), or do not contain proper security devices. Sole liability for an irregular official Game Piece is limited to replacement with a free Game Piece, while supplies last. No more than the stated number of prizes will be awarded. In event that production, seeding, printing or any other reason(s) cause more than stated number of prizes, as set forth in these Official Rules, to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes (previously not awarded) by random drawing from among all legitimate eligible prize claimants.

Winning Codes are void if not obtained through authorized, legitimate channels, or if any part is defective, altered, duplicated, photocopied, forged, counterfeited, mutilated or tampered with in any way, or if Promotion materials contain or are the result of a printing, seeding, typographical, mechanical or other error(s), or do not contain proper security devices (an "irregular Code"). Any attempt by a participant to (a) participate in the Scratch-Off Game using irregular Codes, (b) generate fraudulent Codes and/or (c) use multiple names, email addresses, phone numbers and/or any other fraudulent

mechanisms, as determined by Sponsor in its sole discretion, shall give Sponsor the right to disqualify participant in its reasonable discretion. Sole liability for an irregular Code is limited to replacement with a free randomly selected Code, while supplies last.

## **11. DISPUTES:**

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 Promotion 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 Promotion 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, HelloWorld, 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.

**12. PRIVACY POLICY:**

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

**13. WINNER'S LIST:**

For the name of the Sweepstakes Grand Prize winner, visit <http://bit.ly/2Eoh1Aa>. The winner's list will be posted for sixty (60) days after winner confirmation is complete.

**14. SPONSOR:**

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

**15. ADMINISTRATOR:**

HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

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