

**MICHELOB ULTRA® HOME WORKOUT 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 THE UNITED STATES AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Michelob Ultra® Home Workout Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and District of Columbia 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 and its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, all other service agencies involved with the Sweepstakes, and members of their immediate family (spouse, parent, child or 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 September 1, 2020 and ends at 11:59:59 p.m. CDT on October 31, 2020 (“Sweepstakes Period”). Administrator’s computer is the official time keeping device for this Sweepstakes.

**3. TWO (2) WAYS TO ENTER:**

(a) Internet: Visit <http://workout.absweeps.net> (“Website”) and follow the online instructions to complete and submit an online entry (“Entry”).

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.

(b) Text Message: Use your SMS-enabled mobile phone to text “WORKOUT” to shortcode 78896 and you will receive information on how to submit an entry (also an “Entry”).

Participants must have a mobile phone with text messaging capabilities to enter by text message. If you wish to opt out, text **STOP** to 78896. Text **HELP** to 78896 if you would like more information. Participants entering this Sweepstakes via text message may incur a standard text message charge from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and other applicable charges. You may receive reply messages, and by entering, you expressly consent to receiving such messages. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

For all Entries: All Entries must be received and recorded during the Sweepstakes Period. No other forms of Entry are valid. Limit one (1) Entry per person.

#### **4. SWEEPSTAKES DRAWING:**

One (1) potential winner will be selected in a random drawing to be held on or about November 2, 2020 from among all eligible Entries received during the Sweepstakes Period. 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. Winner may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with a prize of equal or greater value. Limit one (1) prize per person.

#### **5. WINNER NOTIFICATION:**

All prizes will be awarded. Potential winner will be notified by email, phone call or text message and will be required to respond to the notification within twenty-four (24) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the twenty-four (24) hour time period, 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 winner 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 forty-eight (48) hours 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, then the potential winner will be disqualified and an alternate potential winner will be randomly selected.

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. Note: Any communication between a potential winner and Sponsor or its agencies regarding

this Sweepstakes (e.g. phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes.

**6. PRIZE DETAILS:**

Prize (1 total) Winner will receive one (1) Mirror Interactive Home Gym; one (1) 1-year Mirror Membership Subscription and one (1) Fitness Mat. Approximate Retail Value ("ARV") is \$2,700.00. If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Any difference between stated value and actual value will not be awarded.

Prize is 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 winner 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 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, winners agree 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. LIMITATIONS OF LIABILITY AND RELEASE::**

Anheuser-Busch, LLC, Administrator and each of its affiliates, subsidiaries, and agencies (collectively the "Released Parties") 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), 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 Sponsor's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not 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 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 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 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 received from multiple users having the same email, Facebook or Instagram account, the authorized subscriber of the email, Facebook or Instagram 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 or Facebook or Instagram account by the organization responsible for assigning the email address or Facebook or Instagram account. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

Entrants agree (a) that Sponsor and its parent, subsidiary and affiliated companies, and advertising and Sweepstakes agencies, and their respective officers, directors, employees, wholesale distributors, representatives and agents, 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 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, submitted biography, voice and/or likeness and prize information, and/or 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.

#### **10. PUBLICITY AND COPYRIGHT LICENSE:**

You grant Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable and transferrable right and license to exploit your Entry (including, without limitation, your name and likeness and the names and likenesses of any and all persons in the Entry, and any intellectual property rights (e.g. copyright, trademark, etc.) contained in the 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, intellectual property rights, and indicia) contained therein. The foregoing grant includes, without limitation, the right to

reproduce, display, distribute, publicly perform, create derivative works of, 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 including without limitation, distribution, reproduction, creation of derivative works of, public performance, 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.

**11. 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.

**12. PRIVACY POLICY:**

Please see Sponsor's privacy policy located at <https://www.michelobultra.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.

**13. SPONSOR:**

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

**14. ADMINISTRATOR:**

Rio Creative, 16630 Old Chesterfield Road, Chesterfield MO 63017

**15. WINNER'S LIST:**

For the name of the winner, hand-print your name and complete address on a 3" x 5" card and mail to: Michelob Ultra Home Workout Sweepstakes Winners List Request, 16630 Old Chesterfield Road, Chesterfield, MO 63017, for receipt by January 2, 2021.

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**ABBREVIATED COPY**

**MICHELOB ULTRA® HOME WORKOUT SWEEPSTAKES**

No Purchase Necessary. Open to US residents 21+. Begins 9/1/20 and ends 10/31/20. See Official Rules at <http://workout.absweeps.net> for free entry, prizes and details. Message and data rates may apply. Participant agrees to receive response texts. Void where prohibited.

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