

**Fireball® Whisky
HOTTER THAN HELL
OFFICIAL RULES**

YOU MUST BE 21 YEARS OLD OR OLDER TO ENTER. NO PURCHASE NECESSARY.
PURCHASE DOES NOT INCREASE ODDS OF WINNING.

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The Fireball Whisky Hotter Than Hell Vegas Vacation Experience ("Contest") commences at 12 p.m. CST on March 16, 2015 and ends at 12 p.m. CST on May 15, 2015. Contest is sponsored and run by Fireball Cinnamon Whisky, headquartered at 3850 N Causeway Blvd, Suite 1695, Metairie, Louisiana 70002 USA, <http://fireballwhisky.com> ("Sponsor" and "Fireball").

(1) Prizes: One (1) Grand Prize winner will receive a Las Vegas travel package from New Horizons Travel for him/herself and one (1) guest (21 or over). Travel package includes round-trip air transportation (up to \$600 per person; costs in excess of this amount are sole responsibility of winner and guest); hotel accommodations and ground transfers in Las Vegas, the specific hotel being of Sponsor's sole choosing (ARV: \$400); dinner for two at restaurant of Sponsor's sole choosing (ARV: \$400), one (1) Grand Canyon helicopter tour including Valley of Fire air tour with accommodations for two (2) (ARV: \$1,050); use of cabana or daybed at hotel pool with refreshments (ARV: \$600). Total Approximate Retail Value ("ARV") of Grand Prize is \$3,490.00. Final and actual value of trip package will be determined at time of booking. Value may be more or less depending on point of origin and ticket availability. Some restrictions apply. Eligible potential Grand Prize **Winner and guest must provide New Horizons Travel with at least (4) weeks' advanced notice; prize travel must be completed by September 8, 2015.** Winner may not receive first choice of travel date. Winner and guest must travel together, on same itinerary as per travel package. Trip is subject to availability, blackout dates and other restrictions. Certain trip activities may be subject to additional requirements, including execution of waivers/releases. Guest must sign a Travel Release prior to issuance of travel documents. If winner chooses to travel without a guest, Grand Prize will be awarded in increments for winner alone and no alternate prize or compensation will be awarded.

One (1) Second Prize winner will be awarded one (1) Fireball Whisky branded electric guitar (Approximate Retail Value ["ARV"] \$200.00.)

One (1) Third Prize winner will be awarded one (1) Fireball Whisky branded acoustic guitar (ARV \$50.00).

One (1) Fourth Prize winner will be awarded one (1) Fireball Whisky branded tailgate grill (ARV \$25.00). Odds of winning depend on the total number of eligible entries received.

Total Prize Pool ARV is \$3,765.00.

[See further terms and conditions on prizes at bottom of Official Rules document]

(2) Eligibility: This Contest is offered only to natural persons 21 years of age or older, who are legal residents of the United States. Employees, independent contractors, officers, and directors of Sponsor, its affiliates, subsidiaries, advertising, promotion and fulfillment agencies, prize suppliers (including New Horizons Travel) and legal advisors, and the immediate family members and persons living in the same household of such persons, are not eligible to participate in the Contest. Winners of the 2013 Fireball Whisky Hotter Than Hell Ticket to Sin City contest or the 2014 Fireball Whisky Hotter Than Hell Vegas Vacation Experience (National or Washington State) contests are not eligible to win this contest. Offered in the United States. Void where prohibited by law.

(3) How to Enter: Fireball Whisky is offering fans the chance to win a Las Vegas travel package or another prize. (i) To enter, go to the official Fireball Whisky page on Facebook (www.facebook.com/FireballWhisky) and click the entry tab and follow the directions to complete the

submission form. Limit of one entry per person. Any attempt to enter more than once using any artifice or device will result in voiding of all entries and disqualification from the Contest. Sponsor and its agencies are not responsible for lost, late, damaged, misdirected, illegible/garbled, inaccessible or delayed entries, all of which are void.

(ii) All eligible entrants will be entered into a random drawing in which winners will be selected. Sponsor will disqualify any participant under the age of 21. On or about May 20, 2015, Sponsor will contact the potential winners via email.

Some restrictions apply. Limit of one (1) prize per family/household/address. All prize expenses and/or services not specified herein are not included and are the sole responsibility of the winners. No alternative prize, cash equivalent, or other substitution is permitted except by Sponsor, at Sponsor's sole discretion, in the event of prize unavailability. Prizes are nontransferable. All federal, state and/or local taxes are the sole responsibility of the winners; Grand Prize winner will be issued an IRS 1099 Tax Form for the value of prize. If a winner cannot be contacted or is disqualified for any reason, Sponsor reserves the right to determine an alternate winner or not to award that prize, in its sole discretion. Sponsor endeavors to award all prizes as long as there is a sufficient quantity of eligible entries.

By participating in the Contest, each participant and winner waives any and all claims of liability against the Sponsor, its employees and agents, and their respective employees and agents, New Horizons Travel, and Facebook, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize. In order to receive a prize, participants must sign and timely return to Sponsor the official "Prize Notification and Release" form provided by the Sponsor.

Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including, without limitation, to the prize's quality.

(4) General Terms and Conditions: By participating, entrants agree that Sponsor, its shareholders, agents and representatives, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, prize suppliers (including New Horizons Travel) and legal advisors, as well as Facebook, are not responsible or liable for, and shall be released and held harmless from: (i) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (ii) any condition caused by events beyond the control of Sponsor that may cause the Contest to be disrupted or corrupted; (iii) any printing or typographical errors in any materials associated with the Contest; (iv) any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Contest or acceptance of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. Sponsor reserves the right, in its sole discretion, to suspend or cancel Contest at any time if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Contest. In such case, Sponsor shall select the prize winners from among all eligible entries received prior to the action taken or otherwise in a manner that Sponsor determines in its sole discretion is fair, appropriate and consistent with these Official Rules. Notice of such action will be posted at the official Fireball Whisky Facebook page. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of the State of Louisiana, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Louisiana or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Louisiana. By participating in this Contest, where allowed by law, all participants grant the Sponsor permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other Contests and waive

any claims to royalty, right or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Sponsor will not disclose personal information obtained from participants in the Contest to third parties, except as is necessary for purposes of fulfillment of winners' prizes (as applicable).

(5) Winners List/Official Rules: A copy of these Official Rules and a winners list may be obtained by sending an email request to ksimon@z-comm.com or by fax request 504-558-7779. Requests for winners list must be received by May 20, 2015.

(6) See Fireball's Privacy Policy <http://www.fireballwhisky.com> regarding use of all material entered and/or submitted for this Contest.

(7) Sponsor complies with the provisions of the Digital Millennium Copyright Act (DMCA). In compliance with the DMCA, a Designated Agent has been established with proper documentation sent to the US Copyright Office. If you have a concern regarding the use of copyrighted material on any Fireball Web Site, please contact the agent designated to respond to reports alleging copyright infringement. The designated agent for Sponsor to receive notification of claimed infringement under Title II of the DMCA is: Katherine Simon, ksimon@z-comm.com, 650 Poydras St, Suite 2450, New Orleans, LA 70130 Fax: 504-558-7779. The DMCA specifies that all infringement claims must be in writing (either electronic mail or paper letter) See [\(link\)](#) for notification procedure.

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This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

*Further Prize Terms and Conditions.

For Grand Prize, guest must be 21 years of age with valid photo identification and credit card to check-in at hotel or a cash deposit may be required at check-in for incidental charges. Special requests are subject to availability upon check-in and may incur additional charges. Special requests cannot be guaranteed. Any difference between the ARV and actual retail value of a prize will not be awarded to winners. The odds of winning depend on the total number of eligible entries received. The prizes must be accepted as awarded and entrants hereby acknowledge that merchantability or fitness for a particular purpose or express warranties (if any) are provided exclusively by a prize supplier and are sent along with the prize. The prizes are not transferable or redeemable for cash or exchanged for any other goods. The stated ARV of the prizes is based on available information provided to Sponsor and the value of any prize awarded to a winner may be reported for tax purposes as required by law. No substitution allowed except, at Sponsor's sole discretion, a prize of equal or lesser value may be substituted. The winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize they receive. Unclaimed prizes will be forfeited.