

OFFICIAL RULES

PABST BLUE RIBBON “EASY VINTAGE” SWEEPSTAKES

5/1/19-9/8/19

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A purchase OR PAYMENT will not improve your CHANCES of winning.

ELIGIBILITY: The Pabst Blue Ribbon Easy Vintage Sweepstakes (the “Sweepstakes”) is open only to individual, legal residents of the forty-eight (48) contiguous United States and the District of Columbia (“D.C.”) and members of the United States military with APO/FPO addresses who are legal residents of the United States stationed at U.S. military bases outside the forty-eight (48) contiguous United States or District of Columbia, who are 21 years of age or older as of the date of entry. If you have an APO or FPO mailing address, you must identify your state of permanent residence. Employees, officers and representatives of Pabst Brewing Company (“Sponsor”), Advantage Solutions d/b/a Edge Marketing (“Administrator”), each of their respective parent companies, affiliates, subsidiaries, advertising, fulfillment and marketing agencies, prize suppliers and wholesalers, suppliers, distributors and retailers of alcoholic beverage licensees (collectively, “Licensees”) and members of the immediate families (spouse, parent, grandparent, child, grandchild, sibling and their respective spouses, regardless of where they reside) and households (whether related or not) of any of the above are not eligible to participate in the Sweepstakes. By participating, you agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Void in Alaska, Hawaii, Puerto Rico, U.S. Territories and Possessions and outside the forty-eight (48) contiguous United States/D.C. and where prohibited by law. The Sweepstakes is subject to all applicable federal, state and local laws and regulations.

PROMOTION PERIOD: Sweepstakes begins at 12:00:01 AM Eastern Time (“ET”) on 5/1/19 and ends at 11:59:59 PM ET on 9/8/19 (the “Promotion Period”). Beginning on 6/1/19, the Promotion Period consists of seven (7) bi-weekly entry periods (each, a “Bi-Weekly Entry Period” and collectively, the “Bi-Weekly Entry Periods”) wherein two (2) Bi-Weekly Prize winners will be selected at the conclusions of each Bi-Weekly Entry Period from among all eligible entries received during each Bi-Weekly Entry Period. Additionally, at the conclusion of the Promotion Period, one (1) Grand Prize winner will be selected from among all of the eligible entries received throughout the Promotion Period.

The Bi-Weekly Entry Periods will take place as follows:

Entry Period	Start Date (at 12:00:01 AM ET)	End Date (at 11:59:59 PM ET)	Drawing Date
1	6/1/19	6/13/19	6/14/19
2	6/14/19	6/27/19	6/28/19
3	6/28/19	7/11/19	7/12/19
4	7/12/19	7/25/19	7/26/19
5	7/26/19	8/8/19	8/9/19
6	8/9/19	8/22/19	8/23/19
7	8/23/19	9/5/19	9/6/19
*Grand Prize	5/1/19	9/8/19	9/10/19

HOW TO ENTER: Scan QR code found on the Pabst Blue Ribbon display at participating retailers or visit www.PBREasyride.com during the Promotion Period and follow the directions to complete and submit the online entry form with all requested information to receive one (1) entry into the Sweepstakes (each, an "Entry"). Entrants must have a valid e-mail address to enter. **LIMIT:** One (1) Entry per person/email address per day. For purposes of this Sweepstakes, a "day" begins at 12:00:01 a.m. ET and ends at 11:59:59 p.m. ET. Entries that are generated by a script, macro, or other automated means and/or otherwise not in compliance with these Official Rules will be disqualified. Automated methods of entry, including entry via third party websites or services, are prohibited. Sponsor and Administrator are not responsible for (a) electronic transmissions or Entries that are lost, late, incomplete, damaged, garbled, destroyed, misdirected or not received by Sponsor or its agents for any reason; (b) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operations or transmission, communication failures or human error that may occur in the transmission, receipt or processing of Entries, or for destruction of or unauthorized access to, or alteration of Entries; (c) failed or unavailable hardware, network, software or telephone transmissions, damage to entrants' or any person's computer, mobile device and/or its contents, or causes beyond Sponsor's or Administrator's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (d) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (e) any typographical or other error in any printing or advertising related to this Sweepstakes, in the administration or execution of the Sweepstakes, or in the announcement of the prize winner; or (f) cheating or fraud by any entrant. Sponsor is not responsible for any interruptions in phone service, unavailable network, server, Internet Service Provider (ISP), website or other connections that may limit a person's ability to participate in the Sweepstakes. In the event of a dispute regarding Entries received from

multiple users having used the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the Entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider or other organization responsible for assigning e-mail addresses for the applicable domain. Incomplete or otherwise non-compliant Entries will be void. Standard data rates may apply if a mobile device is used for Sweepstakes entry. Check with your wireless service provider for details. Wireless internet access may not be available in certain areas and is not available on all mobile devices/wireless service providers.

Please see the privacy policy located at <https://pabstblueribbon.com/privacy> for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. If you are selected as a winner, your information will also be included in a publicly-available winner's list.

WINNER SELECTION AND NOTIFICATION: On or about each of the dates indicated in the chart above, the potential winners (two (2) for each Bi-Weekly Entry Period drawing and one (1) Grand Prize winner) will be selected in a random drawing that will be conducted by the Administrator from among all eligible Entries received in accordance with the deadlines stated above. Potential winners will be notified by the email address used to enter the Sweepstakes and will have forty-eight (48) hours to respond to Administrator with the requested information. Noncompliance by date specified on prize winner's notification email or return of any prize or prize notification as undeliverable will result in disqualification and forfeiture of the prize and an alternate winner may be chosen for the applicable prize. Potential Grand Prize winner will be required to complete, sign and return an Affidavit of eligibility, liability release and (where lawful) a publicity release and an IRS Form W9 and perhaps other documents as required by Sponsor and/or Administrator within the time frame noted in the prize notification. Grand Prize winner will be issued an IRS 1099 Tax Form for value of prize won and agrees, upon Sponsor's request and without additional compensation, to fully cooperate with Sponsor and its agencies relative to Sponsor's compliance with any applicable tax reporting requirements.

PRIZES:

One (1) Grand Prize: a 1974 vintage, restored, 2-door Bronco with features as specified by Sponsor ("Vehicle") and \$4,050.00 cash. Color, accessories and other features of Vehicle to be specified by Sponsor. Vehicle has an automatic transmission and will be awarded in "as is" condition as provided by Sponsor; additional factory options are not available. Cash will be awarded in the form of a check made payable to the winner. Grand prize winner is solely responsible for local sales tax, title, license and registration fees. If winner resides within 250 miles of the Los Angeles, CA city limit, winner will be responsible to provide own transportation to pick up vehicle. Grand Prize winner must have a valid U.S. driver's license and provide evidence of insurance at time of Vehicle delivery; and must take Vehicle delivery as specified by Sponsor or prize will be forfeited. Any other unspecified expenses are the sole responsibility of the prize Winner. Sponsor does not make, nor in any manner is responsible or liable for any

Vehicle warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Approximate Retail Value ("ARV"): \$59,050.00. If the actual Vehicle costs less than the stated ARV, Winner is not entitled to the difference in cash. Vehicle shown in any promotional materials is for illustration purposes only; Vehicle awarded to Winner may vary. Odds of winning will be determined by the number of eligible entries received throughout the Promotion Period.

Two (2) Bi-Weekly prizes will be awarded per Bi-Weekly Entry Period: Each Bi-Weekly Prize shall consist of one (1) of the following (exact prize to be awarded in any Bi-Weekly Entry Period drawing shall be at the sole discretion of Sponsor): a) one (1) Eno Hammock (three (3) available), ("ARV") \$68.70 ea.; or b) one (1) Rumpel Blanket (three (3) available), ARV \$83.77 ea.; or c) one (1) Cooler (three (3) available), ARV \$189.61 ea.; or d) one (1) Corn Hole yard game (three (3) available), ARV \$160 ea., or e) one (1) 4 Connect in a Row oversized game (two (2) available), ARV \$194.81 ea. Odds of winning a Bi-Weekly Prize depend on the total number of eligible entries received during the corresponding Bi-Weekly Entry Period. Limit of one (1) bi-weekly prize per person/household.

Total ARV of all prizes: \$60,963.86.

GENERAL CONDITIONS: In the event that a prize winner is stationed at a U.S. military base outside of the forty-eight (48) contiguous United States or District of Columbia, the winner must designate a delivery location within the forty-eight (48) contiguous United States or District of Columbia. No cash redemption, substitution or transfer of prize permitted. Sponsor reserves the right to substitute a prize (or portion thereof) of equal or greater value if a prize (or portion thereof) becomes unavailable. **All federal, state and local income taxes are the sole responsibility of each winner.** Acceptance of a prize constitutes winner's agreement and permission for Sponsor and/or its designees to use winner's name/likeness and other indicia of persona for advertising and trade purposes in any and all media worldwide without limitation and without further notice or compensation, unless prohibited by law. Acceptance of a prize further constitutes winner's acknowledgement that the Released Parties (as defined below) have neither made, nor are in any way responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. By participating and/or accepting a prize (if applicable), Sweepstakes entrants agree to: (a) be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final and binding in all respects; and (b) to release and forever discharge, hold harmless and covenant not to sue Sponsor, Administrator and each of their respective parent companies, affiliates, subsidiaries, distributors, licensees, agents and promotion and advertising agencies, prize supplier(s) and the employees, directors and officers of each of the foregoing entities (collectively, the "Released Parties"), from and against any and all claims, demands, damages, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to, claims for injury, death, damages, or illness arising out of or relating to or claimed to be arising out of or relating to participation in the Sweepstakes, prize acceptance, or the use or misuse of the prize

or while preparing for or traveling to any prize-related activity (if applicable) or any item redeemed therewith or participation in any prize-related activity. Sponsor and its agents are not responsible for any communication or printing or other errors in Sweepstakes-related material. Sponsor reserves the right, in its sole discretion, to cancel, terminate or suspend this Sweepstakes should causes beyond the control of Sponsor corrupt the administration, security or proper play of the Sweepstakes. If the Sweepstakes is terminated before the intended end date, Sponsor may award the prizes presuming a sufficient number of eligible Entries are received prior to the termination, from all non-suspect Entries received prior to the date on which termination occurs, but will thereafter allow no further Entries. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Except where prohibited, by entering, entrant agrees that: any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or the award of the prize shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California and construed and enforced in accordance with the laws of the State of California; any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of Connecticut without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined by a court of competent jurisdiction to be invalid or otherwise unenforceable or illegal, the Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and the terms and conditions of these Official Rules, the Official Rules shall prevail, govern and control.

WINNER'S NAME: For the names of the winners, send an email to be received by 10/31/19 at 5:00:00 PM ET to: Winners@ASMnet.com and include "Easy Vintage Sweepstakes" in the subject line. Winners' names will be sent after winners have been verified. DO NOT SEND ENTRIES OR ANY OTHER FORM OF CORRESPONDENCE TO THIS EMAIL ADDRESS.

SPONSOR: This Sweepstakes is sponsored solely by Pabst Brewing Company, 10635 Santa Monica Blvd., Ste. 350, Los Angeles, CA 90025. Sweepstakes Administrator: Advantage Solutions d/b/a Edge Marketing, 333 Ludlow Street, Stamford, CT 06902.

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