

THE NICE LIST – IN GOOD CO 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 GAME IS INTENDED FOR VIEWING IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “Nice List” (“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, Breckenridge Brewery, its affiliates and subsidiaries, advertising and Game agencies, wholesale distributors, retail licensees, and all other service agencies involved with the Game, and members of their immediate family (spouse, parent, child, sibling), are not eligible to enter or win. The Game 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 Game. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. GAME PERIOD:

Game begins at 12:00:00 a.m. Mountain Daylight Time on September 1st, 2021 and ends at 11:59:59 p.m. Mountain Standard Time on December 31st, 2021 (“Sweepstakes Period”). Administrator’s computer is the official time keeping device for this Game.

3. ONE (1) WAY TO ENTER:

(a) Internet: Visit <http://www.breckbrew.com/InGoodCOSweepstakes> during the Sweepstakes Period and follow the online instructions to complete and submit an online entry (also an “Entry”).

For all Entries:

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. PRIZE DETAILS:

Prize #1 (5 total): Each winner will receive one (1) Artist Series Snowboard. Approximate Retail Value ("ARV") is \$225.00.

Prize #2 (10 total): Each winner will receive one (1) pair of Zeal Goggles. ARV is \$65.00.

Prize #3 (20 total): Each winner will receive one (1) Onesie, ARV is \$35.00.

Prize #4 (50 total): Each winner will receive one (1) Ale Pint Glass. ARV is \$1.25.

Prize #5 (100 total): Each winner will receive one (1) Iconic Keychain Bottle Opener. ARV is \$0.25.

For all Prizes:

If winner cannot accept prize as specified by Sponsor, prize will be forfeited. Total ARV of all prizes is \$2,562.50. Any difference between stated value and actual value will not be awarded.

Odds of winning a prize depend upon the number of eligible Plays received and the order in which they are received. Winner may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with prize of equal or greater value.

Limit one (1) Prize per person. 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 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, 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 awarded to an alternate winner.

5. WINNER NOTIFICATION:

The prize will be awarded (time permitting). Potential winner will be notified by email, phone call and/or text message (depending on their method of entry) 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 (time permitting). Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

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 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 potential winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Game. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older, then potential winner will be disqualified.

Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification.

6. LIMITATIONS OF LIABILITY AND RELEASE:

Neither Anheuser-Busch, LLC, Breckenridge Brewery, Administrator and its affiliates, subsidiaries and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Plays, emails, text messages, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP) 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 Game, or act in violation of the Official Rules of this Game, or act in any manner to threaten, abuse or harass any person, or violate Anheuser-Busch, Inc.'s terms of service as solely determined by Anheuser-Busch, Inc., will be disqualified. Release Parties are not responsible for any incorrect or inaccurate information whether caused by tampering, hacking, or by any of the programming or equipment associated with or used in this Game, 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 access to any Game database. Any use of robotic, macro, automatic, programmed or like methods of play will void all such Plays, and may subject that entrant to disqualification. Release 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 Game. Should any portion of Game be, in Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of Anheuser-Busch, Inc., corrupt or impair administration, security, fairness or proper play of this Game, or submission of Plays, Sponsor reserves the right, at its sole discretion, to suspend, modify or terminate the Game, and randomly select the winners from valid Plays received prior to action taken, or otherwise as may be deemed fair and equitable by Anheuser-Busch,

Inc. Text message Plays 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 Plays received from multiple users having the same email, 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, Inc. and will not be returned. Only the number of prizes stated in the Official Rules will be awarded. In event that a programming, production, seeding, technical or any other reason(s) cause more than stated number of prizes to be claimed, Anheuser-Busch, Inc. reserves the right to award only the stated number of prizes (previously not awarded) by random drawing from among all legitimate eligible prize claimants. Screen shots are not proof of winning status.

7. PUBLICITY:

Acceptance of prize offered constitutes permission for Sponsor and Breckenridge Brewery 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, Breckenridge Brewery 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. PRIVACY POLICY:

Please see the privacy policy located at <https://www.breckbrew.com/privacy-policy.html> for details of Sponsor's policy regarding the use of personal information collected in connection with this Game.

10. 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: The Nice List In good CO Sweepstakes Winner's List Request, c/o Distill, 2373 Central Park Blvd, Suite 100, Denver, CO 80238, for receipt by January 1st, 2022.

11. SPONSOR:

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

12. ADMINISTRATOR:

Distill, 2373 Central Park Blvd, Suite 100, Denver, CO 80238.

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