

THE FOLLOWING SWEEPSTAKES IS INTENDED FOR VIEWING IN THE UNITED STATES ONLY AND SHALL ONLY BE CONSTRUED ACCORDING TO UNITED STATES LAW.

BUD LIGHT® HOTEL LUCKY KEY PROGRAM - OFFICIAL RULES

1. **NO PURCHASE NECESSARY.** The “Bud Light Hotel Lucky Key Program” (“Sweepstakes”) is open to residents of the United States, who are 21 years of age or older at the time of entry. Void where prohibited.
2. **Sweepstakes Timing:** The Sweepstakes begins on December 2, 2013 at 12:00:00 a.m. Central Standard Time (“CST”) and ends on February 3, 2014 at 11:59:59 p.m. CST (“Sweepstakes Period”). The Sweepstakes Period is divided into two (2) play periods (each a “Play Period”) as defined in the chart below.

Play Period	Start Date/Time	End Date/Time
1	12/02/13, 12:00:00 a.m. CST	01/17/14, 11:59:59 p.m. CST
2	01/18/14, 12:00:00 a.m. CST	02/03/14, 11:59:59 p.m. CST

3. Two (2) Ways to Play:

(a) **Fan Zone App:** Launch the free Fan Zone application (“App”) on your smart phone or tablet device (network connection and camera feature required). You will be required to create a Fan Zone Account as prompted once you are in the App, and you may either login with Facebook or choose to sign-in by entering your email address and date of birth. In order to play, scan a Bud Light logo and follow the App instructions to submit a play (“Play”). Proof of scanning logo does not constitute proof of completion or submission of a Play. To scan the Bud Light logo, participants must have a smart phone or tablet web-enabled device with a camera and may incur message or data charges from their wireless service provider for message or data sent/received. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. If you do not already have the App installed on your phone or tablet device, download the free Fan Zone application from the Apple App Store (IOS Download: <https://itunes.apple.com/us/app/fan-zone-dont-just-watch./id659737732?mt=8>) or the Google Play Store (Android Download: <https://play.google.com/store/apps/details?id=com.kwarter.apps.fanzone>).

(b) **Internet:** Visit www.budlight.com/luckykeysweeps (“Website”), login with your Facebook Account and follow the online instructions to submit a play (also a “Play”). In order to login with your Facebook Account, you must be a registered user of Facebook. Facebook registration is free and can be obtained by logging on to www.facebook.com and following the online instructions to open an account.

During the Sweepstakes Period, randomly-selected times will be chosen by the independent judging organization (“Judges”), whose decisions are final in all matters relating to this Sweepstakes. The first participant who completes a Play in accordance with these Official

Rules on or immediately after a randomly-selected time during the Sweepstakes Period will win a prize (subject to verification). If your smart phone, tablet device or computer screen displays a prize-winning message, you are a winner of the indicated prize (subject to verification). If your smart phone, tablet device or computer screen does not display a prize-winning message, you are not a winner of a prize. See Rule #9 for prize details. All Plays must be received and/or recorded during the Sweepstakes Period. Sponsor's designated official judging organization's computer is the official time keeping device for this Sweepstakes. No other forms of playing are valid. Limit one (1) Fan Zone account per person. Limit three (3) Plays per day per person. A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 p.m. CST and ending at 11:59:59 p.m. CST.

4. Anheuser-Busch, LLC ("Sponsor"), its affiliates, subsidiaries, and agencies, and the NFL Entities (as defined below) are not responsible for lost, late, damaged, incomplete, misdirected, unintelligible, returned or undelivered Plays, telephone calls or emails 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 Sweepstakes, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person as solely determined by the Sponsor, will be disqualified. Neither the Sponsor nor its agencies are 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 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 access to Sweepstakes data. Any use of robotic, macro, automatic, programmed or like methods of Play will void all such Plays, and may subject that entrant to disqualification. Neither the Sponsor 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 the 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 Plays, Sponsor reserves the right, at its sole discretion, to suspend, modify or terminate the Sweepstakes, and randomly select the winners from valid Plays received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of a participant, the authorized subscriber of the email account used to enter will be deemed to be the participant, 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, LLC 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, 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. Screen shots are not proof of winning status.

5. Nine (9) Grand Prizes and sixty (60) First Prizes will be randomly awarded throughout Play

Period 1. Thirty (30) First Prizes will be randomly awarded throughout Play Period 2. All prizes will be awarded (time permitting). Odds of winning a prize depend upon the number of eligible Plays received and the order in which they are received per Play Period. All prize claims are subject to verification before any prize will be awarded. Limit one (1) Grand Prize per person. Limit one (1) First Prize per person.

6. Winner Notification: Winners will be notified at the time of playing. If you are a potential winner of a Grand Prize or First Prize, you will be required to complete the prize-claim form appearing on your screen within twenty-four (24) hours of prize notification. First Prizes will be shipped within 6-8 weeks of winner verification. Grand Prize winners will also be notified by phone and/or email and will be required to respond to the phone call and/or email within forty-eight (48) hours to indicate whether he/she can accept the prize. If no response is received within the time allotted prize will be forfeited and awarded to an alternate winner (time permitting). Grand Prize winners will be required to complete, sign, have notarized and return an affidavit of eligibility and liability and publicity release within three (3) days of prize acceptance. Grand Prize winners' guests must be at least 21 years of age as of the end date of the Sweepstakes and will be required to complete, sign and return a liability and publicity release within the same time period. For all prize winners: Sponsor is not responsible for suspended or discontinued Internet, phone or land-line service which may result in potential winner not receiving initial prize notification. In the event of noncompliance within any time period stated herein or within a prize-notification message, prize will be forfeited and awarded to an alternate winner (time permitting). Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and awarded to an alternate winner (time permitting).

7. Employees and the immediate families of employees of Anheuser-Busch, LLC, its affiliates and subsidiaries, and employees and the immediate families of their wholesale distributors, advertising agencies, all retail licensees and the NFL Entities (as defined below) are ineligible. This Sweepstakes is void where prohibited by law and is subject to federal, state and local regulations. Taxes on prize, if any, are the responsibility of the individual winner.

8. Acceptance of prize offered constitutes permission for Sponsor to use winner's name, voice, biographical information and/or likeness for purposes of advertising and Sweepstakes 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.

9. Prize Details:

Grand Prize (9, randomly awarded during Play Period 1): A trip for winner and one (1) guest to New York City, New York. Travel dates: January 30, 2014 - February 3, 2014. Trip consists of roundtrip coach air transportation (from gateway city nearest winner's home), double occupancy hotel accommodations at the Bud Light Hotel for four (4) consecutive nights (all inclusive food and select beverages provided), transfers to/from hotel and airport, access to select Bud Light events and two (2) tickets to Super Bowl XLVIII ("Game"). Game is scheduled to occur on February 2, 2014 at MetLife Stadium in East Rutherford, New Jersey. Travel and accommodations are at the Sponsor's discretion and subject to availability and change. Game date and seating assignments at the Game are subject to availability and change at Sponsor's sole discretion. Winner and guest must travel on the same itinerary and on the dates specified by Sponsor or prize will be forfeited and awarded to an alternate

winner. Winner and guest must comply with all travel requirements, which may include, without limitation, presenting necessary identification (including passport or driver's license) at the time of travel. Flight schedules are subject to change without notice. Sponsor is not liable for any missed events or opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. Winner may be required to provide a credit card at time of hotel check-in. Any costs incurred due to changes to the original itinerary are solely the winner's responsibility. Any additional transportation, meals, gratuities, trip cancellation insurance, personal purchases and all other expenses not specified herein are solely the winner's responsibility. Approximate Retail Value ("ARV"): \$14,813.00. Actual value depends on city/day/time of departure.

First Prize (90 total; 60 for Play Period 1; and 30 for Play Period 2): Winner will receive one (1) of the following prizes: First Prize #1 (30): One (1) Bud Light NFL Clear Stadium Tote and one (1) Bud Light NFL Blitz Sport Shirt. ARV: \$33.99. First Prize #2 (30): One (1) Bud Light NFL Fleece Blanket and one (1) Bud Light NFL Wilson Team Football. ARV: \$40.00. First Prize #3 (30): One (1) Bud Light NFL Lightweight Jacket. ARV: \$44.00.

Total ARV of all prizes is: \$136,856.70. For all prizes: If winner cannot accept prize as specified, prize will be forfeited. Any difference between stated value and actual value will not be awarded. Winner may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with prize of equal or greater value.

10. By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, its affiliates, subsidiaries and agencies, and the NFL Entities (as defined below) harmless from any and 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. By participating in this Sweepstakes, participants agree to be bound by the Official Rules of this Sweepstakes.

11. For the name of the winners, send a 3" x 5" card containing your name and address in an envelope to: Bud Light Lucky Key Program Winner's List Request, P.O. Box 3000, Dept. 688-7033, Young America, MN 55558-3000, for receipt by April 3, 2014.

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