

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

MICHELOB GOLDEN DRAFT® LIGHT GOLDEN CAN INSTANT-WIN GAME - OFFICIAL RULES

1. No Purchase Necessary. The “Michelob Golden Draft Light Golden Can Instant-Win Game” (“Game”) is open to residents of Illinois, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin, who are 21 years of age or older. Game begins at 3:00:00 p.m. Central Daylight Time (“CDT”) on April 15, 2014 and ends at 2:59:59 p.m. CDT on September 15, 2014 (“Game Period”). Void where prohibited.

2. To participate: During the Game Period, look inside specially-marked 24-pack packages of 12 oz. cans of Michelob Golden Draft Light for a “Golden Can” (“Golden Can”) containing a 7-digit code (“Code”) located on the bottom of the can (“Game Piece”). If your 24-pack package of 12 oz. cans of Michelob Golden Draft Light contains a Golden Can containing a Code located on the bottom of the can, you are a winner of an Instant-Win Prize (subject to verification). If your 24-pack package of 12 oz. cans of Michelob Golden Draft Light does not contain a Golden Can containing a Code on the bottom of the can, you are not a winner of a prize. Only official game pieces from the Michelob Golden Draft Light Golden Can Instant-Win Game are eligible. All other game pieces are invalid and void.

To request a Game Piece and a copy of the Official Rules without making a purchase, hand print your name, address, and age on a 3” x 5” card or piece of paper and mail to: Michelob Golden Draft Light Golden Can Instant-Win Game Piece Request, Dept. 688-791, P.O. Box 760008, El Paso, TX 88576-0008 (“Game Piece Request”). Game Piece Requests must be received by September 15, 2014. Game Piece Requests will be honored while supplies last. Limit one (1) Game Piece Request per envelope. Anheuser-Busch, LLC (“Sponsor”) and its agencies are not responsible for illegible, lost, late, misdirected, damaged, postage-due, incomplete, unintelligible or undelivered mail or Game Piece Requests or Game Pieces.

3. Instant-Win First Prize, Instant-Win Second Prize, Instant-Win Third Prize, Instant-Win Fourth Prize, and Instant-Win Fifth Prize: For prize verification, log on to www.TheGoldenCan.com (“Website”) and follow the online instructions to enter the Code located on the bottom of the Golden Can and complete and submit the online prize-claim form. Upon successfully submitting the online prize-claim form, an online Game message will appear stating that you are the winner of an Instant-Win First Prize, Instant-Win Second Prize, Instant-Win Third Prize, Instant-Win Fourth Prize or Instant-Win Fifth Prize (subject to verification) (see Rule #10 for prize details) and you will automatically receive one (1) entry into the Grand Prize drawing. One (1) Instant-Win Prize will be awarded for each verified prize claim. The order in which the prizes will be awarded is in Sponsor's sole discretion. Sponsor is not

responsible for suspended or discontinued online service which may result in potential winner not receiving prize winning message. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification. All prize claims must be received by 2:59:59 p.m. CDT on September 29, 2014. Sponsor's designated official judging organization's computer is the official time keeping device for this Game. The submission of a prize claim is solely the responsibility of the participant. By submitting a prize claim, you certify that you are 21 years of age or older. Prize claims are subject to eligibility and verification before any prize is awarded by an independent judging organization whose decisions are final in all matter relating to this Game. Odds of winning an Instant-Win Prize are: 1 in 1501. Limit one (1) Instant-Win First Prize, one (1) Instant-Win Second Prize, one (1) Instant-Win Third Prize, one (1) Instant-Win Fourth Prize, and one (1) Instant-Win Fifth Prize per person.

4. Grand Prizes: Grand Prize winners will be selected in a random drawing to be held on or about September 30, 2014 from among all eligible entries received by an independent judging organization whose decisions are final in all matters relating to this Game. Grand Prize winners will be notified by phone or email and will be required to respond to the notification within seventy-two (72) hours indicating whether he/she can accept the prize. If no response is received within the time allotted, an alternate Grand Prize winner will be selected. Sponsor is not responsible for discontinued wireless or online service which may result in a potential winner not receiving initial prize notification. Grand Prize winners will be required to complete, sign, and return an affidavit of eligibility and liability and publicity release within ten (10) days of prize acceptance or prize will be forfeited and awarded to an alternate winner. In the event of noncompliance within this time period, Grand Prize will be forfeited and an alternate Grand Prize winner will be selected. Any alternate Grand Prize winners selected will also be required to adhere to the time period describe herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification. Odds of winning a Grand Prize depend upon the number of eligible entries received. Limit one (1) Grand Prize per person.

5. Anheuser-Busch, LLC, its affiliates, subsidiaries, and agencies are not responsible for lost, late, misdirected, damaged, incomplete, unintelligible, returned or undelivered Game Piece Requests, Game Pieces, entries, telephone calls or 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 Game 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 Website's terms of service, as solely determined by the Sponsor, will be disqualified. Neither Sponsor nor its

agencies are responsible for any incorrect or inaccurate information whether caused by Website users, 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 Website access. Any use of robotic, macro, automatic, programmed or like methods of submitting prize claims and/or entries will void all such prize claims and entries, and may subject that entrant to disqualification. Neither Sponsor nor its affiliates, subsidiaries and 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 Game. Should any portion of the Game 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 Game, or submission of prize claims or entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Game, and randomly select the winners from valid prize claims 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 claim a prize 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.

6. 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 and promotion agencies, all retail licensees are ineligible. This Game is void where prohibited by law and is subject to federal, state and local regulations. Taxes on prizes, if any, are the responsibility of the individual winners.

7. Game materials are automatically void if they fail to pass anti-fraud detection measures or if they are reproduced, mutilated, forged, altered, tampered with, or illegible in any way, if they are obtained outside authorized, legitimate channels, or if they contain printing, production, typographical, mechanical or other error. Liability for Game Pieces containing printing or other errors is limited to replacement with another Game Piece, while supplies last.

8. Codes are void if not obtained through authorized, legitimate channels, or if any part is defective, altered, duplicated, photocopied, forged, counterfeited, mutilated or tampered with in any way, or if Game materials contain or are the result of a printing, seeding, typographical, mechanical or other error(s), or do not contain proper security devices (an "irregular Code"). Any attempt by an entrant to (a) participate in the Game using irregular Codes, (b) generate fraudulent Codes and/or (c) use multiple names, email addresses, phone numbers and/or any other fraudulent mechanisms, as determined by Sponsor in its sole discretion, shall give

Sponsor the right to disqualify entrant in its reasonable discretion. Only the number of prizes stated in the Official Rules will be awarded. In the 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. Unclaimed prizes will not be awarded.

9. Acceptance of prize offered constitutes permission 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.

10. Grand Prize (3): One (1) Sea Doo GTI 130. Any options not included as part of the standard equipment, registration, title, licensing fees, taxes (including, but not limited to, sales taxes and income taxes), insurance and costs associated with the watercraft, including any travel and transportation costs associated with collecting the watercraft, if applicable, are solely the responsibility of the winner. Winner does not have the choice of color or options. Winner must take delivery of prize at a location designated by Sponsor within thirty (30) days of notification that the prize is available or prize will be forfeited and may be awarded to an alternate winner. Approximate Retail Value ("ARV"): \$11,500.00. Instant-Win First Prize (90): One (1) Michelob Golden Draft Light picnic basket. ARV: \$25.00. Instant-Win Second Prize (80): One (1) Michelob Golden Draft Light collapsible chair. ARV: \$25.00. Instant-Win Third Prize (90): One (1) Michelob Golden Draft Light large cooler. ARV: \$20.00. Instant-Win Fourth Prize (100): One (1) Michelob Golden Draft Light beach towel. ARV: \$20.00. Instant-Win Fifth Prize (140): One (1) Michelob Golden Draft Light small cooler. ARV: \$16.00. Total ARV of all prizes is \$44,790.00. For all prizes: Winner may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with a prize of equal or greater value. If winner cannot accept prize as specified, prize may be forfeited and awarded to an alternate winner. The difference between any stated value and actual value will not be awarded.

11. By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC 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 Game, participants agree to be bound by all the Official Rules of this Game.

12. For the names of the winners, send a 3" x 5" card containing your name and address in an envelope to: Michelob Golden Draft Light Golden Can Instant-Win Game Winner's List Request, P.O. Box 3000, Dept. 688-791, Young America, MN 55558-3000. Requests must be received by December 1, 2014.

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