

ESTRELLA JALISCO CALIFORNIA COOLER SWEEPSTAKES - OFFICIAL RULES

1. NO PURCHASE NECESSARY.

2. The "Estrella Jalisco California Cooler Sweepstakes" ("Sweepstakes") is open to residents of California who are 21 years of age or older. Void where prohibited.

3. Sweepstakes begins at 12:00:00 a.m. Central Daylight Time ("CDT") on June 12, 2017 and ends at 11:59:59 p.m. CDT on September 30, 2017 ("Sweepstakes Period").

4. Two (2) Ways to Enter: (a) Text Message: Use your SMS-enabled mobile phone to text "COOLER", "CACOOLER", "ESTRELLA", "JALISCO", "WOOD", "ICE", "COOL", "CHILL", "CERVEZA", "LAGER", "MEXICO", "COLD", "ICECOLD", "CHILLED", "ICEUP", "BOTTLE", "MEXICAN", "SUN" or "SUNSHINE" to 78896. Participants must have a mobile phone with text messaging capabilities to enter by text message. Participants entering this Sweepstakes via text message may incur a standard text message charge from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and other applicable charges. You may receive reply messages. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. (b) Internet: Visit <http://cooler.absweeps.net> ("Website") and follow the online instructions to select one (1) of the following keywords (Cooler, CACooler, Estrella, Jalisco, Wood, Ice, Cool, Chill, Cerveza, Lager, Mexico, Cold, Icecold, Chilled, Iceup, Bottle, Mexican, Sun or Sunshine) and complete the online entry. All entries must be received and 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 entry are valid. Limit one (1) entry per person per Group.

5. Anheuser-Busch, LLC ("Sponsor") and its affiliates, subsidiaries, and agencies are not responsible for lost, late, misdirected, unintelligible, returned or undelivered entries, telephone calls, text messages, 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 Sweepstakes 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 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 website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. Neither 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 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 entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. Text message entries 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 the identity of an online entrant, 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, LLC and will not be returned.

6. Winners will be selected in a random drawing to be held on or about October 2, 2017 from among all eligible entries received by an independent judging agency, whose decisions are final in all matters relating to this Sweepstakes. Prize breakout is as follows:

- Group 1: Twenty (20) winners will be selected.
- Group 2: Twenty (20) winners will be selected.
- Group 3: Twenty (20) winners will be selected.
- Group 4: Twenty (20) winners will be selected.
- Group 5: Twenty (20) winners will be selected.
- Group 6: Twenty (20) winners will be selected.
- Group 7: Twenty (20) winners will be selected.
- Group 8: Eight (8) winners will be selected.
- Group 9: Ten (10) winners will be selected.
- Group 10: Ten (10) winners will be selected.
- Group 11: Ten (10) winners will be selected.
- Group 12: Ten (10) winners will be selected.
- Group 13: Eight (8) winners will be selected.
- Group 14: Ten (10) winners will be selected.
- Group 15: Eight (8) winners will be selected.
- Group 16: Ten (10) winners will be selected.
- Group 17: Ten (10) winners will be selected.
- Group 18: Twenty (20) winners will be selected.
- Group 19: Twenty (20) winners will be selected.

A total of two hundred seventy-four (274) winners will be selected. See Rule #10 for Prize details. Prize winners will be randomly selected from each "Group" of entries as defined below.

Group 1: All eligible entries received from Entrants who entered by texting "COOLER" to shortcode 78896 or who entered by selecting "Cooler" on the Website.

Group 2: All eligible entries received from Entrants who entered by texting "CACOOLER" to shortcode 78896 or who entered by selecting "CACooler" on the Website.

Group 3: All eligible entries received from Entrants who entered by texting "ESTRELLA" to shortcode 78896 or who entered by selecting "Estrella" on the Website.

Group 4: All eligible entries received from Entrants who entered by texting "JALISCO" to shortcode 78896 or who entered by selecting "Jalisco" on the Website.

Group 5: All eligible entries received from Entrants who entered by texting "WOOD" to shortcode 78896 or who entered by selecting "Wood" on the Website.

Group 6: All eligible entries received from Entrants who entered by texting "ICE" to shortcode 78896 or who entered by selecting "Ice" on the Website.

Group 7: All eligible entries received from Entrants who entered by texting "COOL" to shortcode 78896 or who entered by selecting "Cool" on the Website.

Group 8: All eligible entries received from Entrants who entered by texting "CHILL" to shortcode 78896 or who entered by selecting "Chill" on the Website.

Group 9: All eligible entries received from Entrants who entered by texting "CERVEZA" to shortcode 78896 or who entered by selecting "Cerveza" on the Website.

Group 10: All eligible entries received from Entrants who entered by texting "LAGER" to shortcode 78896 or who entered by selecting "Lager" on the Website.

Group 11: All eligible entries received from Entrants who entered by texting "MEXICO" to shortcode 78896 or who entered by selecting "Mexico" on the Website.

Group 12: All eligible entries received from Entrants who entered by texting "COLD" to shortcode 78896 or who entered by selecting "Cold" on the Website.

Group 13: All eligible entries received from Entrants who entered by texting "ICECOLD" to shortcode 78896 or who entered by selecting "Icecold" on the Website.

Group 14: All eligible entries received from Entrants who entered by texting "CHILLED" to shortcode 78896 or who entered by selecting "Chilled" on the Website.

Group 15: All eligible entries received from Entrants who entered by texting "ICEUP" to shortcode 78896 or who entered by selecting "Iceup" on the Website.

Group 16: All eligible entries received from Entrants who entered by texting "BOTTLE" to shortcode 78896 or who entered by selecting "Bottle" on the Website.

Group 17: All eligible entries received from Entrants who entered by texting "MEXICAN" to shortcode 78896 or who entered by selecting "Mexican" on the Website.

Group 18: All eligible entries received from Entrants who entered by texting "SUN" to shortcode 78896 or who entered by selecting "Sun" on the Website.

Group 19: All eligible entries received from Entrants who entered by texting "SUNSHINE" to shortcode 78896 or who entered by selecting "Sunshine" on the Website.

Winners may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with a prize of equal or greater value. Limit one (1) prize per person.

7. All prizes will be awarded. Odds of winning depend on the number of eligible entries received. Winners will be notified by phone, email or text message and will be required to respond to the notification within forty-eight (48) hours indicating whether he/she can accept the prize. If no response is received within the time allotted, an alternate winner will be selected. Any alternates selected will also be required to respond to the notification within forty-eight (48) hours. Sponsor is not responsible for suspended or discontinued Internet, land line, or wireless service which may result in potential winner not receiving initial prize notification. Winners may be required to complete, sign and return an affidavit of eligibility and liability and publicity release within seven (7) days of prize acceptance. In the event of noncompliance within any of these time periods, prize will be forfeited and an alternate winner selected. Any alternate winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate winner.

8. Employees and the immediate families of employees of Anheuser-Busch, LLC and its affiliates and subsidiaries; wholesale distributors and their employees and their immediate families; advertising and promotion agencies and their employees and their immediate families; and retail licensees and their employees and their immediate families are ineligible. This Sweepstakes is void where prohibited by law and is subject to federal, state and local regulations. Taxes on prizes, if any, are solely the responsibility of the winners.

9. Acceptance of prize offered constitutes permission for Sponsor 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. Prize (274, as described in Rule #7): Winner will receive one (1) Estrella Jalisco wooden cooler. Approximate Retail Value ("ARV"): \$80.00. Winner will be required to pick up the prize at a specified time and location as determined by Sponsor, in Sponsor's sole discretion. If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Total ARV of all prizes: \$21920.00. Any difference between 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 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, participant agrees to be bound by all the Official Rules of this Sweepstakes.

12. For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Estrella Jalisco California Cooler Sweepstakes Winners List, 16630 Old Chesterfield Rd., Chesterfield, MO 63017, for receipt by December 2, 2017.

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ESTRELLA JALISCO CALIFORNIA COOLER SWEEPSTAKES

NO PURCHASE NECESSARY. Sweepstakes open to residents of California who are 21 years of age or older. Sweepstakes begins at 12:00:00 a.m. CDT on 6/12/17 and ends at 11:59:59 p.m. CDT on 9/30/17. To enter, text "COOLER", "CACOOLER", "ESTRELLA", "JALISCO", "WOOD", "ICE", "COOL", "CHILL", "CERVEZA", "LAGER", "MEXICO", "COLD", "ICECOLD", "CHILLED", "ICEUP", "BOTTLE", "MEXICAN", "SUN" or "SUNSHINE" to shortcode 78896 or visit <http://cooler.absweeps.net> and follow the online instructions to select one (1) of the following keywords (Cooler, CACooler, Estrella, Jalisco, Wood, Ice, Cool, Chill, Cerveza, Lager, Mexico, Cold, Icecold, Chilled, Iceup, Bottle, Mexican, Sun or Sunshine) and complete the online entry. Message and data rates may apply. See Official Rules at <http://cooler.absweeps.net> for prizes and complete details. Participant agrees to receive a confirmation text. Void where prohibited.