

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

### **MICHELOB ULTRA® GO THE EXTRA MILE PROMOTION - OFFICIAL RULES**

1. NO PURCHASE NECESSARY.

2. The “Michelob Ultra Go the Extra Mile Promotion” (“Promotion”) is open to residents of the United States who are 21 years of age or older. You should consult with your physician before participating in the Promotion. By participating in the Promotion, you agree to all physical risks and damages that may arise therefrom. Void where prohibited.

3. The Promotion begins at 12:00:00 a.m. Central Standard Time (“CST”) on January 1, 2016 and ends at 11:59:59 p.m. CST on February 27, 2016 (“Promotion Period”). Sponsor’s designated official judging organization’s computer is the official time keeping device for this Promotion.

The Promotion consists of three (3) separate prize tiers (each a “Prize Tier”): Grand Prize Tier; First Prize Tier; and Second Prize Tier.

Applicable to the Second Prize Tier only: The Promotion Period is divided into eight (8) weekly entry periods (each a “Week”) as outlined in the chart below. Each Week begins at 12:00:00 a.m. CST on the start date listed below and ends at 11:59:59 p.m. CST on the end date listed below.

<b>Week</b>	<b>Start Date</b>	<b>End Date</b>	<b>Mail-in Entry Postmarked-By Date</b>	<b>Mail-in Entry Received-By Date</b>	<b>Drawing Date</b>
1	01/01/16	01/09/16	01/09/16	01/18/16	01/19/16
2	01/10/16	01/16/16	01/16/16	01/25/16	01/26/16
3	01/17/16	01/23/16	01/23/16	02/01/16	02/02/16
4	01/24/16	01/30/16	01/30/16	02/08/16	02/09/16
5	01/31/16	02/06/16	02/06/16	02/15/16	02/16/16
6	02/07/16	02/13/16	02/13/16	02/22/16	02/23/16
7	02/14/16	02/20/16	02/20/16	02/29/16	02/30/16
8	02/21/16	02/27/16	02/27/16	03/07/16	03/08/16

4. Two (2) Ways to Enter:

(a) MapMyFitness Website or App.

Step 1: Create an Account. You must create a MapMyFitness account (“Account”) through the free MapMyFitness application (“App”) or at [www.mapmyfitness.com](http://www.mapmyfitness.com) (“Website”) if you are not already a MapMyFitness registered member. To create an Account via the Website, visit [www.mapmyfitness.com](http://www.mapmyfitness.com) or through the link available at [www.Michelobultra.com](http://www.Michelobultra.com) (also the “Website”). To create an Account via the App, launch the free App on your smart phone or tablet device and follow the instructions to register. If you do not already have the app installed on your phone or tablet device, download the free MapMyFitness app from the Apple App Store (IOS Download:

<https://itunes.apple.com/us/app/map-my-fitness-gps-workout/id298903147?mt=80> or the Google Play Store (Android Download:

<https://play.google.com/store/apps/details?id=com.mapmyfitness.android2>).

Limit one (1) Account per person. Sign up with email or by using your Facebook account. In order to sign up with your Facebook account, you must be a registered user Facebook. Facebook registration is free and can be obtained by logging on to [www.facebook.com](http://www.facebook.com) and following the online instructions to open a Facebook account. If you downloaded the App on your smart phone or tablet device, you may incur message or data charges from your wireless service provider for messages 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.

Step 2: Sign in to the App or Website and join the Michelob ULTRA Extra Mile Challenge.

Step 3: Log your 30-minute workout(s) to receive entry(ies) and points as further described below.

For all Prize Tiers: Participant's may log-in only one workout per day.

Second Prize Tier: Limit one (1) entry into the Second Prize Tier random drawing per person/Account per Week

First Prize Tier: Each time you log a 30-minute workout, you will receive five (5) points (in addition to the Second Prize Tier entry described above) (each a "Point"). Once you've earned ninety-five (95) Points (by completing a minimum of nineteen [19] workouts), you will receive one (1) entry into the First Prize random drawing. Limit one (1) entry into the First Prize Tier random drawing per person/Account.

Grand Prize Tier: Once you have earned ninety-five (95) Points (as described above in the First Prize Tier), earn fifteen (15) more Points (by logging three (3) additional 30-minute workouts) for a total of one hundred-ten (110) Points, and you will receive one (1) entry into the Grand Prize Tier random drawing. Limit one (1) entry into the Grand Prize Tier random drawing per person/Account.

(b) Mail-In: Hand print your name, address, zip code, daytime telephone number, email address and age and provide your signature (your signature certifies that you are 21 years of age or older and that you have read and agree to the Official Rules) on a 3" x 5" card and mail to: Michelob Ultra Go The Extra Mile Promotion, PO Box 650034, Dept. 688-70040, El Paso, TX 88565-0034. You must hand print "Second Prize Tier" or "First Prize Tier" or "Grand Prize Tier" on the outside of the back of the envelope to indicate the random drawing you wish to enter. For the Second Prize Tier: All Mail-In entries must be postmarked by and received by the dates listed in Rule #3 to be eligible for a corresponding Second Prize Tier random drawing. For the Grand Prize Tier and the First Prize Tier: Mail-In entries must be postmarked by February 27, 2016 and received by March 7, 2016. Limit one (1) entry per envelope. No mechanically reproduced or photocopied entries permitted.

Regardless of method of entry: Limit one (1) entry into a Second Prize Tier random drawing per person/Account per Week. Limit one (1) entry into the First Prize Tier random drawing per person/Account. Limit one (1) entry into the Grand Prize Tier random drawing per person/Account. No other forms of entry are valid.

5. Points may not be combined with any other Points from different participants, promotions or challenges for any purpose. Sponsor reserves the right to invalidate Points if it is determined that such Points were improperly credited, obtained fraudulently or in violation of these Official Rules. Points do not constitute property, do not entitle you to a vested right or interest, and have no cash value. As such, Points are not redeemable for cash and are not saleable, transferable or assignable for any reason. Tracked Points may not be sold, traded, bartered, auctioned, or given away.

6. Anheuser-Busch, LLC ("Sponsor"), Under Armour, Inc., its affiliates, subsidiaries, and agencies are not responsible for illegible, lost, late, damaged, incomplete, misdirected, unintelligible, returned or undelivered emails, telephone calls, entries or Points 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 Promotion 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 the Website's terms of service, as solely determined by the Sponsor, will be disqualified. Sponsor and its agencies are not 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 Promotion, 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 the Sponsor nor its agencies are responsible for injury or damage to participant's or any other person's computer, wireless device and/or property related to or resulting from participating in this Promotion. Should any portion of the Promotion 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 Promotion, or submission of entries, Sponsor reserves the right, at its sole discretion, to suspend, modify or terminate the Promotion, and randomly select the winners from valid, non-suspect entries 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 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.

7. Second Prize Tier Random Drawings: Fifty (50) Second Prize winners will be selected in a random drawing to be held on or about each Drawing Date listed in Rule #3 from among eligible entries received for the corresponding Week. Entries will not carry forward to subsequent Second Prize Tier Random Drawings. Odds of winning a Second Prize depend upon the number of eligible entries received per corresponding drawing.

First Prize Tier Random Drawing: Twenty (20) First Prize winners will be selected in a random drawing to be held on or about March 8, 2016 from among eligible entries received for the First Prize Tier. Odds of winning a First Prize depend upon the number of eligible entries received for the First Prize Tier.

Grand Prize Tier Random Drawing: Five (5) Grand Prize winners will be selected in a random drawing to be held on or about March 8, 2016 from among eligible entries received for the Grand Prize Tier. Odds of winning a Grand Prize depend upon the number of eligible entries received for the Grand Prize Tier.

All drawings will be conducted by an independent judging agency, whose decisions are final in all matters relating to this Promotion. 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) Grand Prize per person. Limit one (1) First Prize per person. Limit one (1) Second Prize per person.

8. All prizes will be awarded. Winners will be notified by email and/or mail. Sponsor is not responsible for suspended or discontinued Internet or wireless service which may result in a 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. In the event of noncompliance within any of these time periods, prize will be forfeited and an alternate winner selected. Any alternate winners 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.

9. 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, retail licensees and Under Armour, Inc., are ineligible. This Promotion 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 individual winner.

10. 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.

11. Grand Prize (5): One (1) Apple Watch®. Approximate Retail Value ("ARV"): \$468.00. First Prize (20): One (1) Beats by Dre Headphones. ARV: \$147.86. Second Prize (400 total; 50 per Week): One (1) Sigg Water Bottle, one (1) Michelob Ultra workout bag and two (2) Michelob Ultra glasses. ARV: \$36.61. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner. Total ARV of all prizes is \$19,941.20. Any difference between stated value and actual value at the time the prizes are awarded will not be awarded.

12. By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC and Under Armour, Inc. 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 Promotion, participants agree to be bound by the Official Rules of this Promotion.

13. For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Michelob Ultra Go The Extra Mile Promotion Winner's List Request, 10 South 5<sup>th</sup> Street, 7<sup>th</sup> Floor, Dept. 688-70040, Minneapolis, MN 55402, for receipt by May 8, 2016.

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