

# BUD LIGHT® LET'S GO! SWEEPSTAKES

## Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** The “Bud Light Let’s Go! Sweepstakes” (the “Sweepstakes”) is open only to legal residents of fifty (50) United States and the District of Colombia who are at least twenty-one (21) years old at the time of entry. Employees of Anheuser-Busch, LLC, the NFL Entities (as defined below), HelloWorld, Inc., NTN Buzztime, Inc., and each of their respective parent companies, subsidiaries, affiliates, sales representatives, agencies, retailers, wholesale distributors, retail licensees, and promotional and other vendor agencies involved in the promotion, and the immediate relatives (spouse, child, sibling, parent) and those residing in the households of all such principals and employees, are not eligible. The Sweepstakes 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 the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Anheuser-Busch, LLC, One Busch Place. St. Louis, MO 63118. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on September 1, 2016 at 12:00:00 a.m. Eastern Time ("ET"), ends on December 31, 2016 at 11:59:59 p.m. ET (the "Promotion Period") and consists of seventeen (17) Entry Periods and four (4) Monthly Entry Periods as defined in the chart below. The servers of NTN Buzztime, Inc. and Administrator are the official time-keeping device for the Sweepstakes.

Entry Period	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Approximate Drawing Date
1	9/1/16	9/11/16	09/13/16
2	9/12/16	9/18/16	09/20/16
3	9/19/16	9/25/16	09/27/16
4	9/26/16	10/2/16	10/04/16
5	10/3/16	10/9/16	10/11/16
6	10/10/16	10/16/16	10/18/16
7	10/17/16	10/23/16	10/25/16
8	10/24/16	10/30/16	11/01/16
9	10/31/16	11/6/16	11/08/16
10	11/7/16	11/13/16	11/15/16
11	11/14/16	11/20/16	11/22/16
12	11/21/16	11/27/16	11/29/16
13	11/28/16	12/4/16	12/06/16
14	12/5/16	12/11/16	12/13/16
15	12/12/16	12/18/16	12/20/16
16	12/19/16	12/25/16	12/27/16
17	12/26/16	12/31/16	01/03/17
Monthly Entry Period	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Approximate Drawing Date
1	9/1/16	9/30/16	10/03/16
2	10/1/16	10/31/16	11/01/16
3	11/1/16	11/30/16	12/01/16
4	12/1/16	12/31/16	01/03/17

#### **4. How to Enter: There are two (2) ways to enter.**

**Buzztime:** Look for the Buzztime tablet at participating locations, access the "Let's Go!" App and complete the online registration form including your name and email address. By submitting the completed form, you will automatically receive one (1) entry into the applicable Entry Period drawing and one (1) entry into the applicable Monthly Entry Period drawing.

**Enter through Promotional Website:** During the Promotion Period, visit [BudLightLetsGo.com](http://BudLightLetsGo.com). Follow the links and instructions to access the online registration form by providing your birthdate and then complete the form including name and email address. By submitting the completed form, you will automatically receive one (1) entry into the applicable Entry Period drawing and one (1) entry into the applicable Monthly Entry Period drawing.

Limit: One (1) Entry per person per day. A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. ET and ending the same day at 11:59:59 p.m. ET. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

**5. Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Entry Period and Monthly Entry Period winners from all eligible entries received during each applicable Entry Period or Monthly Entry Period as applicable on the dates listed in the chart in Section 3. Non-winning entries will not be included in subsequent entry periods drawings. Each potential winner will be notified by email, mail or phone. Except where prohibited, the potential winner may be required to sign and return an affidavit of eligibility and liability and publicity release ("Affidavit") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If the potential winner cannot be contacted, fails to sign and return the Affidavit or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. For Monthly Prize Winners: Monthly Prize winner's guest must be at least twenty-one (21) years of age or older as of the end date of the Sweepstakes and may be required to sign and return an affidavit of liability and publicity release within five (5) days of winner's prize acceptance. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Monthly Prizes will be fulfilled approximately two (2) weeks prior to first game of the 2017/18 NFL regular season. Entry Period. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

**6. Prize:** FOUR (4) MONTHLY PRIZES (awarded one (1) each Monthly Entry Period): Two (2) season tickets to winner's "home" NFL team for the 2017/18 NFL regular season. Approximate Retail Value ("ARV") is up to \$2,400.00. Home team will be determined by Sponsor based on winner's residence. The Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Seating and timing to be determined in the sole discretion of Sponsor. Tickets may be subject to the venue's standard rain-check policies and procedures. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. The Sponsor is not responsible if winner does not use ticket on day of event.

SEVEN HUNDRED FIFTY (750) ENTRY PERIOD PRIZES (thirty (30) awarded for Entry Period 1 and forty-five (45) awarded for each following Entry Period (Entry Period 2 – Entry Period 17): Each winner will receive one (1) \$25.00 gift code redeemable at NFLShop.com. Terms and conditions of gift codes apply. ARV: \$25.00.

For All Prizes: Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning an Entry Period prize depend on the number of eligible entries received during each applicable Entry Period. Odds of winning a Monthly Entry Period prize depend on the number of eligible entries received during each Monthly Entry Period. Limit: One (1) Entry Period Prize and one (1) Monthly Entry Period Prize per person. Total ARV of all prizes is up to \$18,750.00. Any difference between stated value and actual value will not be awarded.

**7. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, the NFL Entities (as defined below), NTN Buzztime, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Sweepstakes or the Official Rules will be resolved in accordance with the provisions set forth in this Dispute Resolution section. ***PLEASE READ THIS SECTION CAREFULLY. IT AFFECTS YOUR RIGHTS AND WILL HAVE A SUBSTANTIAL IMPACT ON HOW CLAIMS YOU AND WE HAVE AGAINST EACH OTHER ARE RESOLVED.***

You agree that whenever you have a disagreement with Sponsor or Administrator arising out of, connected to, or in any way related to the Sweepstakes or the Official Rules you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules. You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). ***THIS ARBITRATION PROVISION LIMITS THE ABILITY OF YOU, ADMINISTRATOR, AND SPONSOR TO LITIGATE CLAIMS IN COURT AND YOU, ADMINISTRATOR, AND SPONSOR EACH AGREE TO WAIVE YOUR RESPECTIVE RIGHTS TO A JURY TRIAL OR A STATE OR FEDERAL JUDGE. YOU AGREE THAT YOU WILL NOT FILE ANY LAWSUIT AGAINST ADMINISTRATOR OR SPONSOR IN ANY STATE OR FEDERAL COURT.*** For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy (<http://www.budlight.com/privacy-policy.html>), Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>), and to Buzztime's Privacy Policy (<http://www.buzztime.com/business/privacy-policy/>).

**13. Winner List:** For a winner list, visit <http://bit.ly/2aAx7ce>. The winner list will be posted after winner confirmation is complete.

**14. NFL Entities Definition and Disclaimer:** The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

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