

MILLER LITE® HOLIDAY 2019 INSTANT WIN GAME

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Miller Lite® Holiday 2019 Instant Win Game ("Promotion") is sponsored by MillerCoors LLC ("Sponsor"), 3939 W. Highland Blvd., Milwaukee, WI USA 53201 and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI USA 48033.

- 1. PROMOTION PERIOD:** The Promotion begins at or about 12:00 PM Central Time ("CT") on October 31, 2019 and ends at 11:59:59 PM CT on December 31, 2019 ("Promotion Period"). The Administrator's computer is the Promotion official clock.
- 2. ELIGIBILITY:** This Promotion is offered only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years old at the time of participation. Employees, directors, officers, and agents of Sponsor, Administrator, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Promotion ("Promotion Entities"), as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Employees, agents, and officers of alcohol beverage retailers and distributors and their immediate family members and all other individuals/entities associated with this Promotion are not eligible to enter or win. Void where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Promotion. For purposes of the Promotion, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at registration. Entrants will not be allowed to change their physical addresses or e-mail addresses. Each Entrant may be required to furnish proof of identification and other proof of eligibility under these Official Rules.

- 3. HOW TO PARTICIPATE IN THE PROMOTION:** An entrant may use a keyword listed in the table in Section 3B below (each a "Keyword") or a Code (defined below) to participate.
 - A. How to Acquire a Code:** During the Promotion Period, there are four (4) ways to obtain a Code.
 - i. Purchase a Specially-Marked Miller Lite Aluminum Pint:** During the Promotion Period, an eligible entrant may visit a participating location and purchase a specially-marked Miller Lite 16-ounce screw-top aluminum pint ("Pint"), while supplies last. A Code can be found on each Pint in specially-marked Miller Lite 9-packs, 15-packs, and 24-packs. **Note: each Code found on a Pint may only be entered at the Website one (1) time during the Promotion Period. A Code found on a Pint will only be valid for one (1) game play in the MLHOLIDAY prize pool, as described below.**

- ii. Purchase a Specially-Marked Miller Lite Cup at a Participating Location: During the Promotion Period, an eligible entrant may purchase a specially-marked Miller Lite cup (“Cup”) at a participating location, while supplies last. A Code can be found on each Cup. **Note: each Code found on a Cup may only be entered at the Website one (1) time during the Promotion Period. A Code found on a Cup will only be valid for one (1) game play in the MLHOLIDAY prize pool, as described below.**
- iii. Food and Beverage Purchase: During the Promotion Period, an eligible entrant may visit a participating location, make a qualifying purchase corresponding to the entrant’s state of residence (as listed in the table in this Section 3iii below) (“Qualifying Purchase”), and text an image of his/her receipt to the short code 28130 (“Short Code”) with the corresponding text message keyword stated in the table below (each, a “Text Message Keyword”). Only a request sent to the Short Code with a picture of Qualifying Purchase receipt and the corresponding Text Message Keyword will be accepted as a valid request. NOTE: Proof of text message submission does not constitute proof of delivery or receipt of the text message. Eligible entrants may only submit the Text Message Keyword corresponding to the entrant’s state of residence. Once a request is received, the entrant will be sent a reply text message asking the entrant to submit his/her 5-digit ZIP Code (“XXXXX”) and date of birth in the following format: “mmddyyyy”. Upon receipt of a valid 5-digit ZIP Code, date of birth, Text Message Keyword, and picture of Qualifying Purchase receipt an entrant will receive a Code for the applicable prize pool. Limit one (1) Code request via this method per person per day.

Text Message Keyword/Prize Pool	Eligible State(s)	Qualifying Purchase*	Prize Quantities/Types (See Section 4A below for Prize details and descriptions)	Total ARV for each Keyword/prize pool
MLHOLIDAY	50 US/DC	At least \$25 including at least one (1) Miller Lite product and food	500 Sweaters 1,400 Socks 1,488 Beanies 120 Slippers 1,000 Scarves 500 Dog Scarves	\$61,528
LITE2020	MI, IL, WI, OH	24-pack or 30-pack of Miller Lite	776 Sweaters	\$34,532
MERRY	TN	9-pack or larger of Miller Lite	16 Sweaters	\$712
CHEERS	TN, GA, MS, KY, VA, AL, AR	9-pack or larger of Miller Lite	26 Sweaters	\$1,157

HOLLY	IA, CO, IL, MA, NY, DC, TN, FL, OH, WA, AZ, OR, VA, PA	Two (2) 12- packs of Miller Lite	20 Sweaters 10 Vests 12 Beanies 10 Scarves	\$1,562
WREATH	IL, IA, IN	Two (2) 12- packs of Miller Lite, Miller Genuine Draft, or Miller64	100 Sweaters 50 Vests 50 Scarves 48 Beanies	\$7,708
FROST	CA, NY, MI, WA, OR, OH, NH, MD, ID, VA, NJ, NV, CT, VT	One (1) 9- pack or larger of Miller Lite	60 prize packages (each include one [1] Sweater, one [1] Beanie, one [1] Scarf, and one [1] Socks prize	\$3,585

***No beer purchase required. See Section 3iv below for how to obtain a Code without a purchase from October 21, 2019 to December 17, 2019. See Section 3v below for how to obtain a Code without a purchase from December 17, 2019 to December 31, 2019.**

IMPORTANT: Message and data rates may apply for each text message sent or received. Not all mobile telephone providers carry the service necessary to participate in this Promotion. Entrants should consult their wireless provider's pricing plans. Consent not a condition of purchase. An entrant may, at any time, choose to stop participating by sending an opt-out text message stating "STOP" to the Short Code. If an entrant sends an opt-out text message, he/she will be sent a reply text message, which will confirm that he/she has been unsubscribed and will receive no further text messages. For help, text the word "HELP" to the Short Code.

- iv. Without a Purchase (Mail-In Code Request):** To obtain a Code without making a purchase from October 17, 2019 to December 17, 2019, an eligible consumer must legibly hand write his/her full name (no initials), complete street address (no P.O. Box), age, and valid e-mail address on a 3½" x 5" properly stamped postcard and mail it to: PL11852 – Miller Lite Holiday 2019 Instant Win Game Code Request, P.O. Box 251328, West Bloomfield, MI 48325. Requests sent in an envelope will not be accepted. Mail-in requests must be received by December 17, 2019. Administrator will send five (5) Codes by e-mail to the e-mail address provided on the request. Mail-in requests will not be returned and no further correspondence will be entered into. Mail-in requests must be original and hand-written. No mechanical reproductions are allowed. **Note: each Code obtained via the Mail-In Code Request may only be entered at the Website one (1) time during the Promotion Period.**

- v. Without a Purchase (Online Code Request): **Between 12:00 AM CT on December 17, 2019 and 11:59:59 PM CT on December 31, 2019**, an eligible consumer may [click here](#) and follow the on-screen instructions to obtain a Code. No more than five (5) Codes may be obtained per day through this method. **Note: each Code received via this method may only be entered at the Website one (1) time between 12:00 AM CT on December 17, 2019 and 11:59:59 PM CT on December 31, 2019.**

B. How to Play the Game: To play the game, an entrant must visit www.MLuglyswearer.com ("Website"). If it is the entrant's first time participating in the Promotion, the entrant must complete registration by entering the information requested on the registration form, which may include, without limitation: his/her first and last name (initials are not permitted), e-mail address, complete mailing address (P.O. Boxes are not permitted), date of birth, telephone number, affirmation he/she has read and agrees to be bound by these Official Rules, and preferred sweater size (for the event that entrant is a confirmed prize winner). An entrant may then follow the instructions to submit either his/her Code or a valid Keyword corresponding to the entrant's state of residence, as outlined in the table below in this Section 3B, after which the entrant will receive one (1) game play ("Game Play") for the applicable Keyword/prize pool (see table below).

Keyword/Prize Pool	Eligible State(s)	Prize Quantities/Types (See Section 4A below for Prize details and descriptions)	Total ARV for each Keyword
JOLLY	IL, WI	40 Sweaters 25 Vests 5 Slippers 20 Scarves 12 Beanies 20 Socks 10 Dog Scarves	\$3,552
JOY	IL	10 Sweaters 10 Vests 2 Slippers 10 Scarves 12 Beanies 10 Socks 10 Dog Scarves	\$1,290
TRADITION	IL	10 Sweaters 10 Vests 2 Slippers 10 Scarves 12 Beanies 10 Socks 10 Dog Scarves	\$1,290
SNOW	IL, WI	40 Sweaters 25 Vests 5 Slippers	\$3,654

		20 Scarves 24 Beanies 20 Socks 10 Dog Scarves	
WINTER	IL, IA	80 Sweaters 60 Vests 10 Slippers 50 Scarves 60 Beanies 50 Socks 50 Dog Scarves	\$8,230
ICICLE	AR, IA, IL, IN, KS, KY, MO, NE, OH, OK, SD, TN, WI, MI	100 Sweaters	\$4,450
KNITWEAR	AR, CO, IA, MO, MT, ND, NE, OK, SD, WY	100 Sweaters	\$4,450
HAPPY	IA, KS, MO, NE, NM, OK, SD, TX, WY	50 Sweaters	\$2,225
GIFT	MI, WI, MN, IA, ND, SD, NE	50 Sweaters	\$2,225
CELEBRATE	IN, OH, KY	20 Sweaters	\$890
SWEATER	OH	15 Sweaters 15 Vests 20 Scarves 12 Beanies 20 Socks	\$1,797
DECORATE	OH	10 Sweaters 10 Vests 20 Scarves 12 Beanies 20 Socks	\$1,352
FESTIVE	OH	10 Sweaters 10 Vests 20 Scarves 12 Beanies	\$1,242
SNOWFLAKE	OH	10 Sweaters 20 Scarves 12 Beanies	\$797
REINDEER	MI	5 Sweaters 5 Vests	\$445
SNOWMAN	MI	5 Sweaters 5 Vests	\$445
SEASON	MI	5 Sweaters 5 Vests	\$445
JINGLE	MI	10 Sweaters 12 Vests	\$979
DECORATIONS	WI, IL, KS, MO, IA, NE, SD, MN	100 Sweaters	\$4,450
SLEIGH	WA, ID, MT, SD, MI, AK, MN, WI	16 Sweaters	\$712

NEWYEAR	KY, IN	224 Sweaters	\$9,968
UGLYSWEATER	NC, VA, WV	200 Sweaters 120 Beanies 200 Socks	\$11,020
SWEATERPARTY	NC	10 prize packages (each include one [1] Sweater, one [1] Scarf, one [1] Beanie, one [1] Socks prize, and one [1] Beverage Wrap	\$740
UGLYKNITWEAR	NC	10 prize packages (each include one [1] Sweater, one [1] Scarf, one [1] Beanie, one [1] Socks prize, and one [1] Beverage Wrap	\$740
LITESWEATER	NC	6 prize packages (each include one [1] Sweater, one [1] Scarf, one [1] Beanie, one [1] Socks prize, and one [1] Beverage Wrap	\$444
XMASKNITWEAR	NC	6 prize packages (each include one [1] Sweater, one [1] Scarf, one [1] Beanie, one [1] Socks prize, and one [1] Beverage Wrap	\$444
COASTALXMAS	NC	6 prize packages (each include one [1] Sweater, one [1] Scarf, one [1] Beanie, one [1] Socks prize, and one [1] Beverage Wrap	\$444
FROZEN	FL	300 Sweaters	\$13,350
WINTERTIME	NY	10 Sweaters	\$445
COZY	NY	10 Sweaters	\$445

WINTRY	NY	20 Sweaters 20 Scarves 20 Beanies 20 Socks	\$1,420
WONDER	NY	20 Sweaters 20 Scarves 20 Beanies 20 Socks	\$1,420
CHEERFUL	NY	10 Sweaters 10 Scarves 10 Beanies 10 Socks	\$710
CHIMNEY	Select CA and Select NV residents who reside in CHIMNEY/PRESENTS Keyword Appendix of these Official Rules	15 Sweaters 15 Vests 10 Scarves 10 Slippers 12 Beanies 20 Socks 10 Dog Scarves	\$2,002
ORNAMENT	HI	8 Sweaters 8 Vests 10 Slippers 20 Socks 10 Dog Scarves	\$1,152
STOCKING	HI	8 Sweaters 8 Vests 10 Slippers 20 Socks 10 Dog Scarves	\$1,152
MISTLETOE	HI	5 Sweaters 5 Vests 10 Slippers 20 Socks 10 Dog Scarves	\$885
PARTY	HI	5 Sweaters 5 Vests 10 Slippers 20 Socks 10 Dog Scarves	\$885
PRESENTS	Select CA and Select NV residents who reside in CHIMNEY/PRESENTS Keyword Appendix of these Official Rules	20 Sweaters 50 Vests 10 Slippers 24 Beanies 100 Dog Scarves	\$4,234
MILLER	VA, MD, DC, NJ, NY, PA, CT, MA, NH, ME, VT	100 Sweaters 20 Vests 600 Beanies	\$10,440

NOTE: Each prize pool is open only to eligible residents of the corresponding state(s) noted in the tables above. An entrant using any Keyword will receive one (1) Game Play for the respective Keyword/prize pool and, if that Game Play is not a winning Game Play, one (1) Game Play for the MLHOLIDAY Keyword/prize pool. **No more than the quantities of Prizes outlined in each table for each Keyword/prize pool will be available in the Promotion.**

A “win” or “lose” message will appear on-screen following the Game Play. A potential winner will receive an e-mail confirmation within approximately twenty-four (24) hours from the time his/her Game Play Code is submitted. A resident of New Jersey will be sent a “win” or “lose” message by e-mail within approximately twenty-four (24) to forty-eight (48) hours from the time of his/her Game Play Code/Keyword is submitted.

All potential winning Game Plays are subject to verification by Sponsor or Administrator, whose decisions are final and binding. An entrant is not a winner of any prize, even if the Promotion should so indicate, unless and until entrant’s eligibility and the potential winning Game Play have been verified and entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed defective, is void, and will not be honored.

NOTE: An entrant may receive a link to the Website via the SnapChat application. An entrant may sign in to his/her SnapChat application and center the SnapCode in the camera. Once completed, the entrant will receive a link to the Website. An entrant must have a SnapChat account to request a link to the Website. If an entrant does not have a SnapChat account, he/she can create one at no cost by downloading the SnapChat application. Please note that an entrant must agree to comply with the Snap Inc. Terms of Service (<https://www.snap.com/en-US/terms/>) and Privacy Policy (<https://www.snap.com/en-US/privacy/privacy-policy/>) in order to create a SnapChat account to request a link to the Website. This Promotion is in no way sponsored, endorsed, or administered by, or associated with, Snap Inc. Each entrant agrees to release Snap Inc. from any and all liability associated with this Promotion.

Game Play Limit: Limit four (4) total Game Plays, including no more than three (3) Game Plays using Codes and one (1) Game Play using a Keyword, per person per day during the Promotion Period. If more than the above number of Game Plays are received from the same person and/or e-mail address in a single day, Game Plays received in excess of the limit will not be considered valid. A “day” is defined as starting at 12:00 AM CT and ending at 11:59:59 PM CT on a calendar day during the Promotion Period, except on October 31, 2019, when a day is defined as starting at 12:00 PM CT and ending at 11:59:59 PM CT. All Game Plays must be completed and received by Sponsor or its authorized designee by 11:59:59 PM CT on December 31, 2019. In the event that a household, based on address, enters the Promotion using more than five (5) unique e-mail addresses, all of the Game Plays associated with that household (determined by Sponsor or Administrator at their sole discretion) will be disqualified.

IMPORTANT FOR ENTRANTS USING MOBILE DEVICES TO PARTICIPATE IN THE PROMOTION: Message and data rates may apply. Not all mobile telephone providers

carry the service necessary to obtain a link to the Website to participate in the Promotion. Entrants should consult their wireless providers' pricing plans.

4. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:

A. Prizes: The following prizes are available in the Promotion, in accordance with the tables in Section 3Aiii and Section 3B above (each, a “Prize”):

Prize Description	ARV per Prize
Miller Lite-branded Ugly Sweater (“Sweaters”)	\$44.50
Miller Lite-branded Wool Socks (“Socks”)	\$5.50
Miller Lite-branded Holiday Beanie (“Beanies”)	\$8.50
Miller Lite-branded Holiday Slippers (“Slippers”)	\$26.50
Miller Lite-branded Holiday Scarf (“Scarves”)	\$12.50
Miller Lite-branded Holiday Dog Scarf (“Dog Scarves”)	\$6.50
Miller Lite-branded Ugly Vest (“Vests”)	\$44.50
Miller Lite-branded Beverage Wraps (“Beverage Wraps”)	\$3

B. Total ARV: The total ARV of all available Prizes in the Promotion is \$218,044.

C. Odds of Winning: To be a winner, an entrant’s Game Play must have occurred at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator or, if a Game Play does not occur at the exact randomly predetermined winning time, entrant’s Game Play must be the first Game Play following the predetermined winning time. The number of Prizes available to be won will decrease during the Promotion Period as Prizes are awarded and claimed.

D. General: The total number of Prizes will not exceed the number of Prizes set forth above. All Prizes will be awarded provided there are a sufficient number of eligible winners. Prizes that are unclaimed, unredeemed, or returned as undeliverable may not be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. **Limit of one (1) Prize per person/e-mail address/phone number.** No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a Prize or force majeure. All potential winning Game Plays are subject to verification by Sponsor or Administrator, whose decisions are final and binding. An entrant is not a winner of any Prize, even if the Promotion should so indicate, unless and until entrant’s eligibility and the potential winning Game Play have been verified and entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

- 5. HOW TO CLAIM A PRIZE:** Potential winners are subject to verification of eligibility and compliance with these Official Rules. Potential winners will be notified by telephone or e-mail after the Random Drawing with instructions on how to claim a Prize. Upon verification of eligibility, each Prize will be mailed to a winner at the physical address (P.O. Boxes are not permitted) provided during Promotion registration. The Promotion Entities shall not be held responsible for any delays in awarding a Prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept his/her Prize, or any winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, if applicable, the Prize may be forfeited. If a Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible Game Plays received during the Promotion Period, time permitting. If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize may not be re-awarded. Prizes are not transferable and include only the items specifically listed as part of each Prize. Any portion of a Prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Prize won. ARVs are as of the time these Official Rules were printed and the value of a Prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Each Prize will only be awarded to a verified winner. Prizes that are unclaimed, unredeemed or returned as undeliverable may not be awarded.
- 6. LIMITATION OF LIABILITY:** By participating in this Promotion, entrants agree that the Promotion Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Promotion; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Promotion Entities are not responsible for any undelivered text messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Promotion related e-mail to a spam or junk folder.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes

of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Promotion is not capable of running as planned, or the integrity and or feasibility of the Promotion is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor reserves the right, at its sole and absolute discretion, to abbreviate, cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received. If, for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded for any prize according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims. If Sponsor, in its discretion, elects to alter this Promotion as a result of a Force Majeure event, a notice will be posted at the Website.

Without limiting the foregoing, everything regarding this Promotion, including the Prizes, is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

- 7. DISPUTES: THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF COLORADO, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN JEFFERSON COUNTY, COLORADO. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN COLORADO. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN JEFFERSON COUNTY, COLORADO. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY**

PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

- 8. PRIVACY POLICY:** Any personally identifiable information collected during an entrant's participation in the Promotion will be collected by Sponsor or its designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and as otherwise set forth in Sponsor's privacy policy at <https://www.millercoors.com/legal/privacy>.
- 9. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a Prize, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his/her name, biographical information, city of residence, photos and likeness, voice recording, video images and all related footage, and statements for Promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide including but not limited to television (including live television), radio, Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 10. GENERAL:** This Promotion is subject to all federal, state, and local laws and regulations. Winning a Prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Promotion other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her prize. If it is discovered or suspected that a person has registered or attempted to register or receive entries using multiple telephone numbers, e-mail addresses, identities, IP addresses, or use of proxy servers or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive and such prize may be forfeited at the Sponsor's sole and absolute discretion. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Promotion. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE PROMOTION OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of an entrant, the Game Play will be declared made by the primary account holder of the e-mail address used to enter the Promotion based on the applicable provider's records. Potential winners may be required to show proof of being the primary account holder. The "primary account holder" is the natural person listed as the primary owner of the mobile device and associated mobile telephone

number by a mobile telephone carrier (or primary owner of the e-mail address listed by the e-mail provider). If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and the Promotion details contained in any Promotion promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

11. WINNERS LIST: To obtain a list of the names of the winners, mail a self-addressed, stamped business-sized envelope to: Miller Lite Holiday 2019 Promotion - Winners List Request, P.O. Box 410, Southfield, MI 48037. Winners List requests must be received by March 2, 2020.

Sponsor: MillerCoors LLC, 3939 W. Highland Blvd., Milwaukee, WI USA 53201.

**CHIMNEY/PRESENTS Keyword Appendix – Eligible “CHIMNEY” and “PRESENTS”
Keyword ZIP Codes**

89022	89427	89512	93207	93272	93624	93662	93765	94014
89045	89429	89519	93210	93274	93625	93664	93901	94015
89049	89430	89521	93212	93277	93626	93665	93905	94018
89118	89431	89523	93215	93282	93627	93666	93906	94019
89301	89433	89557	93218	93286	93630	93667	93907	94020
89310	89434	89595	93219	93291	93631	93668	93908	94022
89311	89436	89701	93221	93292	93634	93669	93920	94024
89316	89438	89703	93223	93426	93635	93673	93921	94025
89318	89439	89704	93227	93450	93636	93675	93923	94027
89319	89440	89705	93230	93601	93637	93701	93924	94028
89402	89441	89706	93234	93602	93638	93702	93925	94030
89403	89442	89801	93235	93603	93640	93703	93926	94035
89404	89444	89803	93238	93604	93641	93704	93927	94037
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89406	89447	89820	93242	93608	93643	93706	93930	94040
89408	89448	89821	93244	93609	93644	93710	93932	94041
89409	89449	89822	93245	93610	93646	93711	93933	94043
89410	89451	89825	93246	93611	93647	93720	93940	94044
89411	89460	89826	93247	93612	93648	93721	93943	94060
89412	89496	89828	93256	93614	93649	93722	93944	94061
89415	89501	89830	93257	93615	93650	93723	93950	94062
89418	89502	89831	93261	93616	93651	93725	93953	94063
89419	89503	89834	93262	93618	93652	93726	93955	94065
89421	89506	89835	93265	93619	93653	93727	93960	94066
89422	89508	89883	93266	93620	93654	93728	93962	94070
89423	89509	93201	93267	93621	93656	93730	94002	94074
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94102	94517	94582	94925	95043	95209	95321	95389	95468
94103	94518	94583	94928	95045	95210	95322	95391	95469
94104	94519	94585	94929	95046	95211	95323	95401	95470
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94133	94550	94612	94971	95122	95248	95356	95437	95537
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94401	94561	94707	95007	95131	95301	95367	95450	95551
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94502	94566	94801	95014	95136	95307	95374	95456	95556
94503	94567	94803	95017	95138	95309	95375	95457	95558
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94506	94569	94805	95019	95140	95311	95377	95459	95560
94507	94571	94806	95020	95141	95312	95379	95460	95562
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94510	94573	94903	95030	95202	95315	95382	95462	95564
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94512	94577	94920	95033	95204	95317	95385	95464	95567

95568	95633	95674	95726	95837	95946	95993	96047	96101
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95570	95635	95676	95735	95841	95948	96002	96050	96104
95573	95636	95677	95736	95842	95949	96003	96051	96105
95585	95637	95678	95742	95843	95950	96006	96052	96106
95587	95638	95681	95746	95864	95951	96007	96055	96108
95589	95639	95682	95747	95901	95953	96008	96056	96109
95595	95640	95683	95757	95903	95954	96009	96057	96113
95601	95641	95684	95758	95912	95955	96010	96058	96114
95602	95642	95685	95762	95913	95956	96011	96059	96116
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95610	95652	95691	95816	95919	95962	96021	96069	96125
95612	95653	95692	95817	95922	95963	96022	96071	96126
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95614	95655	95694	95819	95924	95966	96024	96074	96130
95615	95656	95695	95820	95926	95968	96025	96075	96134
95616	95658	95697	95821	95927	95969	96027	96076	96137
95618	95659	95698	95822	95928	95970	96028	96078	96140
95619	95660	95699	95823	95929	95971	96029	96080	96141
95620	95661	95701	95824	95930	95973	96031	96086	96142
95621	95662	95703	95825	95932	95977	96032	96087	96143
95623	95663	95709	95826	95934	95979	96033	96088	96145
95624	95664	95713	95827	95935	95981	96035	96089	96146
95625	95665	95714	95828	95936	95982	96037	96090	96148
95626	95666	95715	95829	95937	95983	96038	96091	96150
95627	95667	95717	95831	95938	95984	96039	96092	96158
95628	95668	95720	95832	95939	95986	96040	96093	96160
95630	95669	95721	95833	95941	95987	96041	96094	96161
95631	95670	95722	95834	95942	95988	96044	96096	
95632	95673	95724	95835	95945	95991	96046	96097	