

**MICHELOB ULTRA® FITNESS CHALLENGE SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS INTENDED FOR VIEWING IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Michelob Ultra Fitness Challenge Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, and all other service agencies involved with the Sweepstakes, and members of their immediate family (spouse, parent, child and sibling), are not eligible to enter or win. 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 this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

**2. SWEEPSTAKES PERIOD:**

Sweepstakes begins at 12:00:00 a.m. Central Daylight Time (“CDT”) on September 1, 2020 and ends at 11:59:59 p.m. CDT on October 31, 2020 (“Sweepstakes Period”). Administrator’s computer is the official time keeping device for this Sweepstakes.

**3. THREE (3) WAYS TO ENTER:**

(a) Visit <https://ultrafitnesschallenge.com> (“Website”) and follow the online instructions to complete and submit your registration. All requested information on the registration form at the Website must be completed to enter and to be eligible for a chance to win. Incomplete registrations will be disqualified. Once you have submitted your registration, follow the online instructions to sync your compatible fitness tracker app or wearable fitness tracker device to your Sweepstakes registration. Every day your compatible fitness tracker app or wearable fitness tracker device registers 10,000 or more steps, you will automatically receive one (1) entry into the sweepstakes (“Entry”)\*. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. CDT and ending at 11:59:59 p.m. CDT. \*Before engaging in any exercise activity, be sure to consult your physician. If you are unable to safely complete any level of physical activity or perform any activity of the type required to participate, do not do so. By participating in this Sweepstakes, you agree that you are voluntarily performing any and all activities and that only you are responsible for your health and well-being regarding such activities and accept all risks for losses or damages that may result from such participation.

(b) Visit <https://ultrafitnesschallenge.com> (“Website”) and follow the online instructions to complete and submit your registration. All requested information on the registration form at the Website must be completed to enter and to be eligible for a chance to win. Incomplete registrations will be disqualified. Once you have submitted your registration, follow the online instructions to manually log in your steps for the day (also an “Entry”)\*. A “day” is defined as a

twenty-four (24) hour time period beginning at 12:00:00 a.m. CDT and ending at 11:59:59 p.m. CDT. \*Before engaging in any exercise activity, be sure to consult your physician. If you are unable to safely complete any level of physical activity or perform any activity of the type required to participate, do not do so. By participating in this Sweepstakes, you agree that you are voluntarily performing any and all activities and that only you are responsible for your health and well-being regarding such activities and accept all risks for losses or damages that may result from such participation.

(c) Visit <https://ultrafitnesschallenge.com> (“Website”) and follow the online instructions to complete and submit your registration. All requested information on the registration form at the Website must be completed to enter and to be eligible for a chance to win. Incomplete registrations will be disqualified. Once you have submitted your registration, you may sign in to enter for a chance to win (also an “Entry”).

For all Entries:

Limit of one (1) Entry per person per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. CDT and ending on the same day at 11:59:59 p.m. CDT. All Entries must be received and recorded during the Sweepstakes Period. No other forms of entry are valid.

If an Entrant deletes his/her account he/she will forfeit their entries.

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

#### **4. SWEEPSTAKES DRAWING:**

One (1) potential winner will be selected in a random drawing to be held on or about November 5, 2020 from among all eligible Entries received by Administrator, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible entries received during the Sweepstakes Period.

#### **5. WINNER NOTIFICATION:**

The prize will be awarded. Potential winner will be notified by email or phone call and will be required to respond to the notification within forty-eight (48) hours indicating whether he/she can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential winner will be required to complete, sign and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor’s representative within five (5) days of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to

winner notification, then the potential winner will be disqualified and an alternate potential winner will be randomly selected.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential 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 potential winner.

Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

## **6. PRIZE DETAILS:**

Grand Prize (1 total): One (1) Life Fitness package consisting of one (1) exercise bike, one (1) home gym system, one (1) rowing machine, and one (1) treadmill. If winner cannot accept the prize as specified, the prize will be forfeited and awarded to an alternate winner. Approximate Retail Value is \$8,846.00. Any difference between stated value and actual value will not be awarded.

Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

If Sponsor so elects, potential winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that potential winner will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, potential winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be awarded to an alternate winner.

## **7. PUBLICITY:**

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.

## **8. RELEASE:**

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, and Administrator 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.

**9. GENERAL CONDITIONS:**

Anheuser-Busch, LLC, Administrator and each of their respective affiliates, subsidiaries, and agencies (collective the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, 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 or Administrator, will be disqualified. Released Parties 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 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. Released Parties are not 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 or Administrator'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 and Administrator reserve the right at their 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. 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR ADMINISTRATOR'S NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

**10. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

**11. PRIVACY POLICY:**

See Sponsor's privacy policy located at <https://www.anheuser-busch.com/privacy-policy.html> (also a "Website") for details regarding the use of personal information collected in connection with this Sweepstakes. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

**12. SPONSOR:**

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

**13. ADMINISTRATOR:**

Rio Creative, 16630 Old Chesterfield Road, Chesterfield MO 63017

**14. WINNER'S LIST:**

For the name of the winner, hand-print your name and complete address on a 3" x 5" card and mail to: Michelob Ultra Fitness Challenge Sweepstakes Winners List Request, 16630 Old Chesterfield Road, Chesterfield, MO 63017, for receipt by January 2, 2021.

© 2020 Anheuser-Busch, Michelob Ultra® Light Beer, St. Louis, MO