

MICHELOB ULTRA® ULTIMATE PGA TOUR DREAM TICKET SWEEPSTAKES - OFFICIAL RULES

1. NO PURCHASE NECESSARY.
2. The “Michelob Ultra Ultimate PGA Tour Dream Ticket Sweepstakes” (“Sweepstakes”) is open to residents of AL, FL, GA, MS, NC, SC and TN who are 21 years of age or older. Void where prohibited.
3. Sweepstakes begins at 12:00:00 a.m. Eastern Standard Time (“EST”) on January 8, 2018 and ends at 11:59:59 p.m. Eastern Daylight Time (“EDT”) on April 30, 2018 (“Sweepstakes Period”). The Sweepstakes Period is divided into three (3) entry periods (each an “Entry Period”) as defined in the chart below:

Entry Period	Start Date/Time	End Date/Time	Drawing Date
1	01/08/18; 12:00:00 a.m. EST	02/28/18; 11:59:59 p.m. EST	03/01/18
2	03/01/18; 12:00:00 a.m. EST	03/31/18; 11:59:59 p.m. EDT	04/01/18
3	04/01/18; 12:00:00 a.m. EDT	04/30/18; 11:59:59 p.m. EDT	05/01/18

4. Two (2) Ways to Play: (a) Text Message: Use your SMS-enabled mobile phone to text “ULTRAGOLF” to shortcode 55999, and follow the instructions to play for a chance to win a prize (“a “Play”). Participants must have a mobile phone with text messaging capabilities to participate by text message. Participants 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 www.PGATOURMichelobUltra.com (“Website”) and follow the online instructions to play for a chance to win a prize (also a “Play”).

During the Sweepstakes Period, randomly-selected times will be chosen by the independent judging organization (“Judges”), whose decisions are final in all matters relating to this Sweepstakes. The first participant who completes a Play in accordance with these Official Rules on or immediately after a randomly-selected time will win one (1) of one hundred (100) Instant-Win Prizes (each an “Instant-Win Prize”) (subject to verification). See Rule #9 for Instant-Win Prize details. If your mobile phone, tablet or computer screen displays a prize-winning message, you are a winner of the Instant-Win Prize indicated (subject to verification). If your mobile phone, tablet or computer screen does not display a prize-winning message, you are not a winner of an Instant-Win Prize. For each Play, you will receive one (1) entry into the random drawing for a chance to win the Grand Prize. See Rule #6 for Grand Prize Drawing details. See Rule #9 for Grand Prize details. All Plays must be received and/or 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 Play are valid. Limit one (1) Play per person per day. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. and ending on the same day at 11:59:59 p.m. (EDT/EST, depending on date/time).

5. Anheuser-Busch, LLC (“Sponsor”), its affiliates, subsidiaries, and agencies (as defined below) are not responsible for illegible, lost, late, damaged, incomplete, misdirected, unintelligible, postage due, returned or undelivered entries, text messages, email or mail or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), 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 act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, as solely determined by the Sponsor, will be disqualified. Sponsor and its respective agencies are not responsible for any incorrect or inaccurate information whether caused by 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 access to any equipment used for this Sweepstakes. 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 any of their respective 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 Sweepstakes. Should any portion of the 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. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

6. Grand Prize: All prizes will be awarded (time permitting). Odds of winning depend upon the number of eligible Plays received during the Sweepstakes Period. Grand Prize winner will be selected in a random drawing to be held on or about May 1, 2018 from among all eligible Plays received by an independent judging agency, whose decisions are final in all matters relating to this Sweepstakes. Grand Prize winner will be notified by email or phone 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 potential winner will be selected (time permitting). Any alternate winner selected will also be required to respond to the notification within forty-eight (48) hours. Grand Prize winner will be required to complete, sign and return an affidavit of eligibility and liability and publicity release (where permitted by law) within seven (7) days of prize acceptance. Grand Prize winner's guest must be at least twenty-one (21) years of age as of the end date of the Sweepstakes and will be required to complete, sign and return an affidavit of eligibility and liability and publicity release within forty-eight (48) hours of Grand Prize winner's prize acceptance. In the event of noncompliance within these time periods, Grand Prize will be forfeited and awarded to an alternate potential winner (time permitting). Limit one (1) Grand Prize per person.

Instant-Win Prizes: All prizes will be awarded. Odds of winning an Instant-Win Prize depend upon the number of eligible Plays received and the order in which they are received. All prize claims are subject to verification before any prize will be awarded. Winners will be notified at the time of playing as outlined in Rule #4. Winner will be required to complete an online prize claim form. If the prize claim form is not completed and submitted as instructed within the notification message, winner will not be further contacted and such prize will be forfeited and may be awarded to an alternate potential winner. Winner may be required to complete, sign and return an affidavit of eligibility and liability and publicity release (where permitted by law) within seven (7) days of prize acceptance. Limit one (1) Instant-Win Prize per person.

For all prizes: Sponsor is not responsible for suspended or discontinued Internet, landline or wireless service which may result in potential winner not receiving initial prize notification. 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 (time permitting for Grand Prize). Winner may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with prize of equal or greater value.

7. 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, all 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.

8. Acceptance of prize offered constitutes permission for Sponsor to use such 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.

9. Prize Details:

Grand Prize #1 (3): Each winner will receive two (2) two-day tickets to PGA TOUR event ("Event") of winner's choice (subject to availability), round-trip air transportation (from gateway city nearest winner's home), double-occupancy hotel accommodations for three (3) consecutive night, two (2) Michelob Ultra prize packs each consisting of one (1) Titleist cap, one (1) dozen Pro V1 Golf Balls, and one (1) Callaway Stand Bag, transportation to/from airport/hotel/Event and one (1) \$500.00 pre-paid debit card that can be used for food and beverages. Winner must notify Promotion Administrator (see Rule #12) of the date of the desired Event a minimum of four (4) weeks prior to the date of the Event. Winner and guest must travel on the same itinerary and on the dates specified by Sponsor or prize will be forfeited and awarded to an alternate winner (time permitting). Winner and guests must comply with all travel requirements, which may include, without limitation, presenting necessary identification (including a valid driver's license) at the time of travel. Flight schedules are subject to change without notice. Any costs incurred due to changes to the original itinerary are solely the winner's responsibility. Sponsor is not liable for expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. Winner may be required to provide a credit card at time of hotel check-in. Travel and accommodations are at Sponsors' discretion and subject to availability and change. Tickets subject to rules and regulations of PGA TOUR event operator. Transportation (other than stated above), meals, gratuities, and all other expenses not specified herein are solely the responsibility of winner. Approximate Retail Value is up to \$3,200.00. Actual value depends on the city/day/time of departure.

Instant-Win Prize #1 (20): One (1) Titleist Cap. ARV: \$23.00

Instant-Win Prize #2 (40): One (1) Tournament Gift Pack. ARV: \$10.50

Instant-Win Prize #3 (20): One (1) Golf Cart Cooler bag. ARV: \$15.00

Instant-Win prize #4 (5): One (1) MUL Callaway Stand Bag. ARV: \$100.00

Instant-Win prize #5 (2): One (1) MUL Range Finder. ARV: \$240.00

Instant-Win prize #6 (3): One (1) White Hot Pro 2 Putter. ARV: \$120.00

Instant-Win prize #7 (10): One (1) MUL Pro V1 Golf Balls: \$49.00

For all prizes: If winner cannot accept prize as specified, prize will be forfeited and may be awarded to an alternate winner (time permitting for Grand Prize). Total ARV of all prizes is up to \$12,610.00 The difference between stated value and actual value will not be awarded.

10. By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC harmless from any and all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize (or portion thereof), including without limitation, personal injuries, death and property damage. Sponsor (a) make no warranty, guaranty or representation of any kind concerning any prize (or any portion thereof), and (b) disclaim any implied warranty. By participating in this Sweepstakes, participants agree to be bound by the Official Rules of this Sweepstakes.

11. For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: "Michelob Ultra Ultimate PGA TOUR Dream Ticket Sweepstakes" Winner's List, AYC Media, 1100 E. Hector Street, Suite 313, Conshohocken, PA for receipt by July 1, 2018.

12. Sponsor: Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118. Program Administrator: AYC Media, 1100 East Hector Street, Suite 313, Conshohocken, PA 19428.

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