

**BUD LIGHT® SUPER BOWL TICKETS FOR LIFE 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 Super Bowl Tickets for Life Sweepstakes” (the “Sweepstakes”) is open to residents of the United States who are at least twenty-one (21) years of age or older at the time of entry. Employees of Anheuser-Busch, LLC, the NFL Entities (as defined below), HelloWorld, Inc., and each of their respective parent companies, subsidiaries, affiliates, sales representatives, agencies, wholesale distributors, retail licensees, and promotional and other vendor agencies involved in the Sweepstakes, 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: Sweepstakes begins on November 28, 2016 at 12:00:00 a.m. Central Standard Time (“CST”) and ends on January 13, 2017 at 11:59:59 p.m. CST (the “Sweepstakes Period”). The Sweepstakes Period consists of six (6) entry periods (each an “Entry Period”) and one (1) grand prize entry period (the “Grand Prize Entry Period”) as defined in the chart below. Administrator’s computer is the official time keeping device for this Sweepstakes.

	Start Date 12:00:00 a.m. CST	End Date 11:59:59 p.m. CST	Drawing Date
Entry Period 1	11/28/16	12/07/16	12/12/16
Entry Period 2	12/08/16	12/14/16	12/19/15
Entry Period 3	12/15/16	12/21/16	12/26/16
Entry Period 4	12/22/16	12/28/16	01/02/17
Entry Period 5	12/29/16	01/04/17	01/09/17
Entry Period 6	01/05/17	01/13/17	01/16/17
Grand Prize Entry Period	11/28/16	01/13/17	01/16/17

4. How to Enter:

a. Entry Instructions for United States residents (excluding California residents): During the Sweepstakes Period, look for a Bud Light Gold “Super Bowl LI” Can (a “Gold Can”) inside specially-marked packages of Bud Light

beer. To participate without making a purchase, visit www.budlight.com ("Website") during the Sweepstakes Period, look for the Sweepstakes mention, and follow the online instructions to obtain a Bud Light Gold "Super Bowl LI" Can Wrap (a "Gold Can Wrap"). Wrap the Gold Can Wrap around a non-alcoholic item (i.e., soda can or glass) and secure the ends. Limit one (1) free Gold Can Wrap request per person per day.

Four (4) Ways to Enter:

(i) Online: Visit the Website and follow the online instructions to complete the online entry form and upload a photo of yourself with the Gold Can and/or Gold Can Wrap (an "Entry").

(ii) Facebook: Take a photo of yourself with the Gold Can or Gold Can Wrap. Visit Sponsor's Facebook page at <https://www.facebook.com/BudLight> and locate the Sweepstakes post for the applicable Entry Period. Post your photo and include the hashtags #SBTix4Life and #Sweeps as a comment in response to the Sweepstakes post (also an "Entry"). You must be a registered user of Facebook in order to enter the Sweepstakes via Facebook. Facebook registration is free and can be obtained by logging on to www.facebook.com and following the online instructions to open an account. Your photo settings must be set to "unprotected" and/or "public" in order for your posts to be viewable by Sponsor and its agents.

(iii) Twitter: Share a photo of yourself with the Gold Can or Gold Can Wrap and include the hashtags #SBTix4Life and #Sweeps (also an "Entry"). You must be a registered user of Twitter and follow @budlight on Twitter at <http://www.twitter.com/budlight>. Twitter registration is free and can be obtained by logging on to www.twitter.com and following the online instructions to open an account. Your photo settings must be set to "unprotected" and/or "public" in order for your posts to be viewable by Sponsor and its agents.

(iv) Instagram: Share a photo of yourself with the Gold Can or Gold Can Wrap and include the hashtags #SBTix4Life and #Sweeps (also an "Entry"). You must be a registered user of Instagram and follow Bud Light in order to enter the Sweepstakes via Instagram. Instagram registration is free and can be obtained by logging on to Instagram.com and following the online instructions to open an account. Your photo settings must be set to "unprotected" and/or "public" in order for your posts to be viewable by Sponsor and its agents.

b. Entry Instructions for California residents:

(i) Online: Visit the Website and follow the online instructions to complete the online entry form (including your name and valid email address) and upload a photo of yourself showing your team fandom (also an “Entry”).

(ii) Facebook: Take a photo of yourself showing your team fandom. Visit the Sponsor's Facebook page at <https://www.facebook.com/BudLight> and locate the Sweepstakes post for the applicable Weekly Entry Period. Post your photo and include the hashtags #SBTix4Life, #Sweeps and #CA as a comment in response to the Sweepstakes post (also an “Entry”). You must be a registered user of Facebook in order to enter the Sweepstakes via Facebook. Facebook registration is free and can be obtained by logging on to www.facebook.com and following the online instructions to open an account. Your photo settings must be set to “unprotected” and/or “public” in order for your posts to be viewable by Sponsor and its agents.

(iii) Twitter: To enter, share a photo of yourself showing your team fandom and include the hashtags #SBTix4Life, #Sweeps and #CA (also an “Entry”). You must be a registered user of Twitter and follow @budlight on Twitter at <http://www.twitter.com/budlight>. Twitter registration is free and can be obtained by logging on to www.twitter.com and following the online instructions to open an account. Your photo settings must be set to “unprotected” and/or “public” in order for your posts to be viewable by Sponsor and its agents.

(iv) Instagram: To enter, share a photo of yourself showing your team fandom and include the hashtags #SBTix4Life, #Sweeps and #CA (also an “Entry”). You must be a registered user of Instagram and follow Bud Light in order to enter the Sweepstakes via Instagram. Instagram registration is free and can be obtained by logging on to www.instagram.com and following the online instructions to open an account. Your photo settings must be set to “unprotected” and/or “public” in order for your posts to be viewable by Sponsor and its agents.

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.

If an Entry contains additional people other than only the entrant, please note that the one (1) person submitting the Entry under their email address, or Facebook, Twitter and/or Instagram account, will be considered the entrant and only the entrant is eligible to win a prize. No other person in the Entry is eligible to receive a prize. Neither Sponsor nor its agents are liable for any disputes arising from or related to the Sweepstakes in this regard.

All Entries must be received and recorded during the Sweepstakes Period. No other form of entry is valid. 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. CST and ending the same day at 11:59:59 p.m. CST. You will receive one (1) Entry into the applicable Entry Period drawing and one (1) Entry into the Grand Prize Entry Period drawing for your eligible Entry.

See “Entry Guidelines & Prohibited Content” below for additional Entry Guidelines. Entries must comply with these Official Rules. Sponsor reserves the right, but not the obligation, to review any Entry for violation of these Official Rules and may, at its sole discretion, reject, delete, or otherwise exclude an Entry for any reason, including without limitation, if the Entry contains any Prohibited Content (as defined below) or any other commentary or material which Sponsor or Administrator, in its sole discretion deems inappropriate.

Entry Guidelines & Prohibited Content:

Entries must meet the following requirements:

- For US residents (except CA): Entry must display a photo of yourself with the Gold Can and/or Gold Can Wrap.
- For CA residents: Entry must display a photo of yourself showing your team fandom.
- Entry cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products, or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.
- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse, and adapt any or all portions of the Entry in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the World in any manner whatsoever and for any purpose, without any notice to the individual or requiring the individual’s approval.
- Entry cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional, or age group, profane or pornographic, reference nudity or any materially dangerous activity; (b) promote the excessive or irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain an image of anyone under 21 years of age; (e) otherwise fail to comply with the Beer

Institute Advertising and Marketing Code as made publicly available at the following online location: http://www.beerinstitute.org/assets/uploads/general-upload/2015-Beer-Ad-Code_Brochure.pdf; (f) contain or reference trademarks, logos, or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Bud Light and NFL team logos), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses, or street addresses; (g) contain copyrighted materials owned by others without permission; (h) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; (i) refer to or depict any names, logos, or readily recognizable features of a retailer of alcohol beverages (such as a grocery store, convenience store, restaurant, bar, or any other retail location that sells alcohol beverages); or (j) depict, and cannot itself be in, violation of any law.

- Each entrant warrants and represents that the Entry: (a) is your original work, (b) has not been previously published; (c) has not received previous awards; and (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity, or other intellectual property or other rights of any person or entity;
- Any entrant whose Entry includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons, buildings, trademarks, logos, but excludes Bud Light and NFL team logos) must be able to provide legal releases for such use including Sponsor's use of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of entrant as a winner. Sponsor, in its sole discretion, reserves the right to approve or reject any such Entry.
- Any Entry that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein, or on any of Sponsor's social media assets or Websites, or is deemed to be inappropriate for publication is ineligible.
- Incomplete, illegible, deceptive or garbled Entries are not eligible.
- Any such entrant will indemnify and hold harmless Sponsor from any claims to the contrary.

5. Digital Millennium Copyright Act: All Entries are subject to Sponsor's Digital Millennium Copyright Act policy, as follows: DIGITAL MILLENNIUM COPYRIGHT ACT—Anheuser-Busch is committed to respecting and protecting the legal rights of copyright owners. As such, Anheuser-Busch adheres to the following notice and take down policy, in full compliance with Section 512(c)(3) of the DMCA (17

U.S.C. § 512 *et seq.*). If you believe any of the Entries infringes upon your intellectual property rights, please submit a notification alleging such infringement (hereafter a "DMCA Takedown Notice"). To be valid, a DMCA Takedown Notice must (i) be provided to the Anheuser-Busch designated agent, ("Copyright Agent"), as set forth below, and (ii) include the following:

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works;
- Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access disabled and information reasonably sufficient to permit the service provider to locate the material;
- Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and, if available, an electronic mail;
- A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
- A statement that, under penalty of perjury, the information in the notification is accurate and you are authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Anheuser-Busch's Copyright Agent to receive DMCA Takedown Notices is: email: trademarks@anheuser-busch.com. For clarity, only DMCA Takedown Notices should go to the Copyright Agent; any other feedback, comments, online purchases or other communications should be directed to the applicable customer service links posted on the Website. You acknowledge that in order for Anheuser-Busch to be authorized to takedown any Content, your DMCA Takedown Notice must comply with all of the requirements of this Section.

6. Sponsor's Use of Entries: By submitting an Entry, you agree that your Entry is gratuitous and made without restriction, that it will not place Sponsor under any obligation other than as stated in these Official Rules, that Sponsor is free to publish or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Entry, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor or developed by its employees, or obtained from sources other than you.

By participating, you acknowledge that your Entry may be posted on the Website, in Sponsor's sole discretion. Entries posted to the Website are not edited by Sponsor and are the views/opinions of the individual entrant and do not reflect the views of the Sponsor in any manner. By entering, you acknowledge that Sponsor has no obligation to use or post any Entry you submit.

7. Prize Drawings and Winner Notification: Grand Prize Entry Period Drawing: Subject to the 3-drawing limitation noted below, the prize will be awarded (time permitting). One (1) Grand Prize Entry Period winner will be selected in a random drawing to be held on or about the Drawing Date listed in Section #3 from among all eligible Entries received during the corresponding Grand Prize Entry Period. If Sponsor so elects, the Grand Prize winner may be required to submit to a confidential background check (see Section 8 for details). Odds of winning the Grand Prize depend upon the number of eligible Entries received for the Grand Prize Entry Period.

Entry Period Prize Drawings: Subject to the 3-drawing limitation noted below, all prizes will be awarded. One (1) Entry Period winner will be selected in a random drawing to be held on or about each Drawing Date listed in Section #3 from among all eligible Entries received during the corresponding Entry Period. Non-winning Entry Period entries will not carry over into subsequent Entry Period drawings. Limit one (1) Entry Period Prize per person. Odds of winning an Entry Period Prize depend upon the number of eligible Entries received per corresponding Entry Period.

All drawings will be conducted by Administrator; whose decisions are final in all matters relating to this Sweepstakes.

Winners will be notified by email or via direct messaging through their Facebook, Twitter or Instagram account via and will be required to respond to the notification within seventy-two (72) hours indicating whether he/she can accept the prize. If no response is received within the time allotted, an alternate winner will be selected (time permitting for Grand Prize). Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service which may result in a potential winner not receiving initial prize notification. Winners will be required to complete, sign and return an affidavit of eligibility and liability and publicity release within seventy-two (72) hours of prize acceptance. Winner's guest must be twenty-one (21) years of age or older and may be required to complete, sign and return a liability and publicity release within seventy-two (72) hours of winner's prize acceptance. In the event of noncompliance within any of these time periods, or if the Grand Prize winner does not consent to a confidential background check, or if Sponsor determines that the Grand Prize Entry Period winner is not an appropriate brand representative based on the results of the confidential background check, prize will be forfeited and an alternate winner may selected (time permitting for Grand Prize). Any prize notification or prize returned to Sponsor, or its agencies, as undeliverable will result in disqualification and the awarding of that prize to an alternate winner (time permitting). Only three (3) alternate drawings will be conducted, after which the prize will remain un-awarded.

8. Prizes: ONE (1) GRAND PRIZE: The "Super Bowl Tickets for Life" prize includes two (2) tickets to each Super Bowl, to be delivered to the winner annually for the winner's life, up to fifty-one (51) years, beginning with "Super Bowl LI" in 2017. Winner will also receive \$1,000.00 (awarded in the form of a pre-paid debit card [subject to the terms and conditions as stated on the debit card] or in the form of a check or wire

transfer), to be delivered to the winner annually for the winner's life, up to fifty-one (51) years, beginning in 2017. In the event of a lockout, player strike, cancellation or unforeseen circumstance, Sponsor will not replace or compensate winner in any manner for any cancelled Super Bowl. In the event of the winner's death, tickets for any Super Bowl up to fifty-one (51) years associated with the "Super Bowl Tickets for Life" prize will not be awarded. Winner will be required to accept delivery of the prize at a time and location to be determined by Sponsor. Tickets are for winner's use only and are not transferable. If winner is unable to use the tickets for any Super Bowl, he/she must provide notice to Sponsor at a minimum of fourteen (14) days prior to the scheduled game date. In the event winner is unable to use the tickets for any Super Bowl, no additional compensation will be provided for the tickets and the \$1,000.00 will not be awarded. Approximate Retail Value for the 2017 Super Bowl is up to \$3,000.00. ARV of the "Super Bowl Tickets for Life" prize is up to \$166,000.00.

For the 2019 Super Bowl: Winner may choose to take a cash option in the amount of \$30,000.00 in lieu of the remaining "Super Bowl Tickets for Life" prize. The cash option will be awarded in the form of a check or wire transfer, payable to winner. ARV: \$30,000.00.

At any time during the fifty-one (51) year period, Sponsor may elect to provide a cash payment to the winner in the amount of \$3,000.00 for each remaining year of the "Super Bowl Tickets for Life" prize.

If Sponsor so elects, the potential Grand Prize 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 or Administrator to help ensure that the potential Grand Prize winner will not bring the Sponsor or Administrator into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor or Administrator. If requested, the Grand Prize winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, prize will be forfeited and may be awarded to an alternate winner (time permitting).

SIX (6) ENTRY PERIOD PRIZES (one (1) awarded per Entry Period; see Section 3 for Entry Period dates): Each winner receives two (2) tickets to each 2017 regular-season home game (excluding international games which are not part of season ticket packages) for the NFL team of winner's choice. ARV is up to \$2,000.00.

For All Prizes: If winner cannot accept prize as specified, prize will be forfeited and may be awarded to an alternate winner (time permitting). Seating assignments to be determined by Sponsor, in Sponsor's sole discretion, and are subject to availability and change. Game dates are subject to change. Tickets may be subject to standard rain-check policies and procedures. By accepting prize, winner agrees to abide by any terms, conditions and restrictions as stated on the ticket. Transportation, accommodations, meals, gratuities and all other expenses not specified herein are

solely winner's responsibility. Winner may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with prize of equal or greater value. Taxes on prizes, if any, are the responsibility of the individual winners. Total ARV of all prizes is up to \$178,000. Any difference between stated value and actual value will not be awarded.

9. Release: By receipt of any prize, winner agrees to release and hold Sponsor and Administrator and its parent, subsidiary and affiliated companies, and their respective officers, directors, employees, agents, wholesale distributors, advertising and promotion agencies, prize suppliers, representatives and agents, and Facebook, Inc., Twitter, Inc., Instagram, LLC and the NFL Entities (as defined below) (the "Released Parties") harmless 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.

10. Publicity: Acceptance of prize offered constitutes permission for Sponsor to use winner's name, voice, 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. Ownership of Submission: You grant to Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable right and license to exploit your Entry in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to you or any third party, for any purpose, including, without limitation, your Entry and any person's property (physical, personal, and indicia) contained therein. The foregoing grant includes, without limitation, the right to reproduce, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Entry in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in your Entry being associated with a particular Sponsor or Sponsors. Accordingly, you hereby waive any objection to, such use, distribution, reproduction or display of your Entry, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest.

12. 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.

13. Limitations of Liability: The Released Parties are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, 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 Sponsor's terms of service, as solely determined by the Sponsor, will be disqualified. Neither the Sponsor nor Administrator are responsible for any incorrect or inaccurate information whether caused by 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. Neither the Sponsor nor Administrator are responsible for injury or damage to entrants or any other person's computer or property related to or resulting from participating in this Promotion. Should any portion of 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 determine 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 Entries received from multiple users having the same email address, or Facebook Twitter and/or Instagram account, the authorized subscriber of the email address, or Facebook Twitter and/or Instagram 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.

Entrants agree (a) that the Released Parties will have no liability whatsoever for, and are released and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Sweepstakes or in any

Sweepstakes-related activity, and (b) winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, submitted biography, voice and/or likeness and prize information, and/or Entry (and assign the Entry, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade and promotional purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval.

14. Dispute Resolution: 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.

15. Entrant's Personal Information: Information collected from entrants is subject to Administrator's Privacy Policy at <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy at <http://www.budlight.com/privacy-policy.html>.

16. Winner List: For the names of the winners, visit <http://bit.ly/2fKwJJh>. The winners list will be posted after winner confirmation is complete and will be available until on or about July 31, 2017.

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Participant irrevocably waives all claims against 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") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

This Sweepstakes is in no way sponsored, endorsed or administered by or associated with Facebook, Instagram or Twitter. Any questions, comments or complaints regarding this Sweepstakes shall be directed to Sponsor and not to Facebook, Instagram or Twitter.