

## **CRAFT CLUB REWARDS TERMS AND CONDITIONS**

1. NO PURCHASE NECESSARY.
2. ELIGIBILITY: The "Craft Club Rewards" ("Promotion") is only open to legal residents of AK, AR, AZ, CO, CT, DC, DE, FL, IA, ID, IL, IN, LA, MA, MD, ME, MT, ND, NE, NH, NM, NV, NY, OH, OR, SD, VA, VT, WA and WY who are 21 years of age or older at the time of creating an Account (as defined below). Employees and the immediate families of employees of Anheuser Busch, LLC ("Sponsor"), its affiliates, and subsidiaries; wholesaler distributors and their employees and their immediate families; retail licensees and their employees and their immediate families; advertising and promotion agencies and their employees and their immediate families; and, Snipp Interactive, Inc. ("Administrator") and their employees and their immediate families, are ineligible. No groups, clubs or organizations may participate in this Promotion. By participating in this Promotion, participants agree to be bound by the Promotion Terms and Conditions ("Terms and Conditions") at [www.craftclubrewards.com](http://www.craftclubrewards.com).
3. PROMOTION PERIOD: Promotion begins at 12:00:00 a.m. Eastern Daylight Time ("EDT") on April 1, 2018 and ends at 11:59:59 p.m. Eastern Standard Time ("EST") on December 31, 2018 ("Promotion Period"). Sponsor's designated official judging organization's computer is the official time keeping device for this Promotion.
4. HOW TO SIGN UP: During the Promotion Period, visit [www.craftclubrewards.com](http://www.craftclubrewards.com) ("Website") and follow the online instructions to create a Promotion account ("Account"). For subsequent visits, you will be required to type in your email address and password to access your Account. You must provide accurate registration information when creating your Account. If Sponsor determines, in its own discretion, that your information is incorrect or incomplete, you may be prevented from accessing your Account, or Sponsor may terminate or suspend your Account. Limit one (1) Account per person. The use of multiple email addresses by a person for the purpose of obtaining more than one (1) Account is prohibited and such persons will be disqualified, and all of his/her Points and Rewards, shall be forfeited. All information submitted by participants is subject to, and will be treated in a manner consistent with, Sponsor's Terms of Use accessible at <http://www.anheuser-busch.com/terms-conditions.html> and Privacy Policy accessible at <http://www.anheuser-busch.com/privacy-policy.html>.
5. HOW TO EARN POINTS:
  - A. PURCHASE PARTICIPATING CRAFT CLUB PRODUCTS: Obtain Points by purchasing participating Craft Club products and completing the following steps:

Step 1: During the Promotion Period, purchase any participating Craft Club product. Each participating Craft Club product is assigned a point value. See Appendix A for a list of participating Craft Club products (each a "Participating Product") and their corresponding point values ("Points"). Not all Participating Products may be available in all areas.

Step 2: Keep your original cash register receipt (“Receipt”) and UPC Code (“UPC Code”) from your purchase of Participating Product(s) purchased 12:00:00 a.m. EDT on April 1, 2018 through 11:59:59 p.m. EST on December 31, 2018. Star or check the purchase(s) of the Participating Product(s) on the Receipt and ensure that the date, time and Receipt total are visible on the Receipt in order for it to be validated. Only original store Receipts (or photographs thereof) will be accepted. Receipts must confirm purchase of eligible Participating Product(s), no other products are eligible. If your Receipt does not specify an eligible Participating Product(s), you may be required to submit the UPC Code for the Participating Product(s). Each Receipt may only be submitted one (1) time. Duplicate Receipt submissions will not be credited, and all participants associated with the duplicate content may be disqualified from the Promotion, at the sole discretion of the Sponsor.

Step 3: Submit your Receipt for purchase validation in one of the following manners outlined below:

- (1) Website: Log in to your Account and follow the online instructions to upload your Receipt.
- (2) Text “CRAFT CLUB” to 811811 and follow the instructions to create an Account and/or to log in to your Account. Once you have logged in to your Account, follow the online instructions to upload your Receipt.

All Receipts must be submitted by 11:59:59 p.m. EST on December 31, 2018. It is recommended that you save your Receipt and UPC Code for at least ninety (90) days as it may be necessary to submit it later for verification. Sponsor further reserves the right to request proof that the Receipt and UPC Code was obtained by the Account holder. Upon submission of your Receipt, allow a minimum of forty-eight (48) hours for validation and processing. After processing, your Account will be credited the Point values assigned to the Participating Product(s) purchased as defined in Appendix A.

B. ACTIVITIES: To obtain Points without making a purchase of Participating Products, complete the following activities (each an “Activity”) as defined in the chart below:

LIST OF ACTIVITIES AND ASSIGNED POINTS PER ACTION		
ACTIVITY: ACCOUNT PROFILE	POINTS EARNED	ACTIVITY LIMIT (PER ACCOUNT)
Create an Account	25	One (1) per the entire Promotion Period
First Login	5	One (1) – only on first log-in

Invite a Friend 21+ and Friend must register and create an Account  (excludes residents of CA, HI, NJ, PA, TX & UT )	20	Ten (10) friends per the entire Promotion Period
ACTIVITY: SOCIAL MEDIA	POINTS EARNED	ACTIVITY LIMIT (PER ACCOUNT)
Twitter: Tweet Hashtag	5	Twenty (20) per the entire Promotion Period
Twitter: Follow Sponsor's Craft Brands	20	Five (5) per the entire Promotion Period
ACTIVITY: CRAFT BRAND CUSTOM PROGRAMS	POINTS EARNED	ACTIVITY LIMIT (PER ACCOUNT)
Click/View Recipe	5	Fifty (50) per the entire Promotion Period

6. REDEEM POINTS FOR REWARD(S): Available Points in your Account can be redeemed for Rewards via the Website. Rewards will be available in limited numbers and are available while supplies last and are subject to availability. Each Reward has a required number of Points for redemption as stated on the Website. You cannot redeem Points for Rewards unless you have accumulated the required corresponding number of Points in your Account. To redeem Points for a Reward, browse the Website, select the Reward you wish to order and follow the online instructions to complete your order. Once your order has been submitted, the required number of Points for the selected Reward will be deducted from your Account. All Points must be redeemed by 11:59:59 p.m. EST on January 15, 2019 and all unused Points remaining in an Account after this date/time will be void, of no value, and ineligible for redemption of any kind.

Allow up to four (4) weeks from receipt of order for delivery of most Reward(s) via postal mail, unless otherwise stated on the Website. All Rewards will ship to the postal address associated with your Account. No P.O. boxes allowed. Rewards will only be delivered to addresses within AK, AR, AZ, CO, CT, DC, DE, FL, IA, ID, IL, IN, LA, MA, MD, ME, MT, ND, NE, NH, NM, NV, NY, OH, OR, SD, VA, VT, WA and WY. Sponsor reserves the right to require you to complete, sign, and return an affidavit of eligibility and liability and publicity release in order for you to claim a Reward. In the event of non-compliance, Reward will be forfeited. No responsibility

is assumed by Sponsor for any Reward returned as undeliverable without a forwarding address. No responsibility is assumed by Sponsor for any Reward after it has been shipped.

All Rewards available on the Website are subject to change without notice. Rewards will be redeemed on a "first come, first serve" basis in relation to when participants electronically complete their order in their Accounts and the time the order is received and recorded. Once any Reward exhausts, that Reward will no longer be available. No exchanges, returns or refunds on Reward are permitted for any reason. Sponsor does not guarantee the availability of any Reward for any period of time. Sponsor may, in its discretion, add new Rewards for redemption. In the event that any Reward becomes unavailable, Sponsor reserves the right to substitute an item of equal or lesser value in its sole discretion. Rewards are offered "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging.

7. **PROGRAM MODIFICATIONS:** Sponsor reserves the right to modify, change or add to these Terms and Conditions, including any means of obtaining Points (as defined below) and the number of Points awarded for purchases (as defined below), at any time without prior notice. Sponsor will notify you of the updated Terms and Conditions by email and will post them on the Website (as defined below), and that your use of the Website and participation in the Promotion after we have posted the updated Terms and Conditions, constitutes your agreement to the updated Terms and Conditions.
8. **PROMOTION TERMINATION:** If Sponsor determines that any aspect of the Promotion is no longer capable of running as planned, Sponsor, at its sole discretion, reserves the right to suspend or terminate the Promotion in whole or in part. If Sponsor terminates the Promotion, all unredeemed Points outstanding at the time of the termination shall expire sixty (60) days after the termination date, and will be void, of no value, and ineligible for redemption of any kind.
9. **GENERAL CONDITIONS:** Points may not be combined with any other points, credits, etc. from different registrants or promotions for any purpose. Participant is solely responsible for ensuring that his/her Points are properly credited. Sponsor reserves the right to invalidate Points if it determined that such Points were improperly credited, obtained fraudulently or in violation of these Terms and Conditions. Points do not constitute property, do not entitle participant to a vested right or interest, and have no cash value. As such, Points are not redeemable for cash and are not saleable, transferable or assignable for any reason. Points earned may not be sold, traded, bartered, auctioned, or given away. Promotion materials, including but not limited to Points, are null and void and will be rejected if not obtained through authorized, legitimate channels. Sponsor's record of total Points will be the official determination of a participant's Points total at any given time throughout the Promotion Period. Points, activities, and rewards values are subject to change. Account balances will be updated based on Point transactions throughout the Promotion Period. Any unused Points remaining in an Account after 11:59:59 p.m. EST on January 15, 2019 shall be void and have no value.

Anheuser, Busch, LLC and its agencies are not responsible for illegible, lost, late, damaged, incomplete, misdirected, unintelligible, returned, undelivered or postage-due mail, Receipts, Points, emails, text messages 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 Promotion or Website, or act in violation of these Terms and Conditions, 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. Sponsor is not 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 Promotion, 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 methods of submitting Receipts will void all such Points, and may subject that participant to disqualification. Sponsor is not responsible for injury or damage to participants or any other person's computer or property related to or resulting from participating in this Promotion. Should any portion of Promotion 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 Promotion, or submission of Receipts or Points, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Promotion, and determine the Reward recipients from valid, non-suspect submissions of Points received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding Points received/redeemed from multiple users having the same email, the authorized subscriber of the email account used to enter will be deemed to be the participants, and must comply with these Terms and Conditions. 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 Sponsor and will not be returned. The decisions of the Sponsor are final in all aspects of the Promotion.

10. This Promotion 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 participants.
11. Sponsor: Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118
12. Administrator: Snipp Interactive, Inc., 8 West 126th Street, New York, NY 10027

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#### APPENDIX A – PARTICIPATING PRODUCTS

PARTICIPATING PRODUCT	PACKAGE CONFIGURATION	POINTS VALUE
10 BARREL FAMILY	6-PACK GLASS	100
10 BARREL FAMILY	12-PACK GLASS	160
10 BARREL FAMILY	15-PACK GLASS	160
BLUE POINT FAMILY	6-PACK GLASS	100

BLUE POINT FAMILY	12-PACK GLASS	160
BRECKENRIDGE FAMILY	6-PACK GLASS	100
BRECKENRIDGE FAMILY	12-PACK GLASS	160
DEVILS BACKBONE FAMILY	6-PACK GLASS	100
DEVILS BACKBONE FAMILY	12-PACK GLASS	160
ELYSIAN FAMILY	6-PACK GLASS	100
ELYSIAN FAMILY	12-PACK GLASS	160
FOUR PEAKS FAMILY	6-PACK GLASS	100
FOUR PEAKS FAMILY	12-PACK GLASS	160
GOLDEN ROAD FAMILY	6-PACK GLASS	100
GOLDEN ROAD FAMILY	12-PACK GLASS	160
GOLDEN ROAD FAMILY	15-PACK GLASS	160
GOOSE ISLAND FAMILY	6-PACK GLASS	100
GOOSE ISLAND FAMILY	12-PACK GLASS	160
GOOSE ISLAND FAMILY	15-PACK GLASS	160
KARBACH FAMILY	6-PACK GLASS	100
KARBACH FAMILY	12-PACK GLASS	160
KONA FAMILY	6-PACK GLASS	100
KONA FAMILY	12-PACK GLASS	160
OMISSION FAMILY	6-PACK GLASS	100
VIRTUE FAMILY	6-PACK GLASS	100
WIDMER FAMILY	6-PACK GLASS	100

WIDMER FAMILY	12-PACK GLASS	160
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## **APPENDIX B - REWARDS**

<b>REWARD</b>	<b>POINTS REQUIRED TO REDEEM REWARD</b>
Goose Can Coolie	50
Goose Bottle Opener	50
Golden Road Coolie	50
Golden Road Bottle Opener	50
Elysian Bottle Opener	50
10 Barrel Bottle Opener	50
Blue Point Bottle Opener	50
Breckenridge Bottle Opener	50
Four Peaks Coolie	50
Redhook Orange Coolie	100
Elysian Space Dust Can Coolie	150
Widmer Coolie	150
Devils Backbone bottle Opener	150
Kona Beer Coolie	150
Golden Road Hat	200
Blue Point T-Shirt	200
Omission Bottle Opener	200
Redhook Bottle Opener	200
Elysian Hat	250
Blue Point Hat	250

10 Barrel Hat	300
10 Barrel T-Shirt	300
Golden Road T-Shirt	300
Four Peaks T-Shirt	300
Virtue Cider T-Shirt	300
Goose Hat	350
Goose T-Shirt	350
Elysian T-Shirt	350
Breckenridge Hat	350
Devils Backbone Hat	350
Kona Adjustable Hat	400
Omission Hat	400
Omission T-Shirt	800
Redhook T-Shirt	800
Widmer T-Shirt	800
Karbach Hopadillo T-Shirt	800
10 Barrel Hoodie	900
Kona T-Shirt	1000
Virtue Cider Jacket	1000
Goose Speaker	1200
Golden Road Speaker	1200
10 Barrel Speaker	1200

Blue Point Speaker	1200
Breckenridge Speaker	1200

Omission Speaker	1200
Redhook Speaker	1200
Widmer Speaker	1200
Elysian Packable Hammock	1200
Four Peaks Backpack	1500
Virtue Deluxe Picnic Basket	3000
Goose Cooler	3500
Golden Road Cooler	3500
Elysian Cooler	3500
10 Barrel Cooler	3500
Omission Cooler	3500
Redhook Cooler	3500
Goose Bag Toss	5000
Blue Point Bag Toss	5000
Kona Skateboard	5500
Karbach Yeti Cooler- Tundra 35	6500
Breckenridge Snowboard	10000
Golden Road Surfboard	12000
Elysian Elite Bike	15000
10 Barrel Elite Bike	15000