

THE FOLLOWING PROMOTION IS INTENDED FOR VIEWING IN THE UNITED STATES ONLY AND SHALL ONLY BE CONSTRUED ACCORDING TO UNITED STATES LAW. VOID WHERE PROHIBITED.

BUSCH BUCKS PROMOTION - TERMS AND CONDITIONS

1. No Purchase Necessary. The “Busch Bucks Promotion” (“Promotion”) is open to residents of the United States (except CA, HI, NJ, OR, PA, TX, UT & VA) who are 21 years of age or older.

2. Employees and the immediate families of employees of Anheuser-Busch, LLC, its affiliates, 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 are ineligible. By participating in this Promotion, entrants agree to be bound by the Terms and Conditions (“Terms and Conditions”) at www.buschbucks.com. The decisions of the Sponsor are final in all aspects of the Promotion.

3. Promotion begins at 12:00:00 a.m. Eastern Daylight Time (“EDT”) on April 17, 2017 and ends at 11:59:59 p.m. Eastern Standard Time (“EST”) on December 31, 2017 (“Promotion Period”). All Points (as defined in Section 5 and Section 6) can be redeemed beginning at 12:00:00 a.m. EDT on July 1, 2017 and ending at 11:59:59 p.m. EST on January 15, 2018 for Rewards or Points shall be forfeited. Sponsor’s designated official judging organization’s computer is the official time keeping device for this Promotion. See below for complete Promotion details.

4. During the Promotion Period, visit www.buschbucks.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. Limit one (1) Account per person. The use of multiple email addresses, phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than one Account, is prohibited and such persons will be disqualified and all Points and Rewards shall be forfeited.

5. Obtain “Points” by purchasing participating Busch products and completing the following steps. To obtain “Points” without making a purchase, see Section 6.

a. Purchase participating Busch products at Off-Premise accounts:

Step 1: During the Promotion Period, purchase any participating Busch product (each an “Off-Premise Participating Product”). Each Off-Premise Participating Product is assigned a point value (each a “Point”). See Appendix A for a list of Off-Premise Participating Products and their corresponding Point values. Not all Off-Premise Participating Products may be available in all areas. Sponsor reserves the right to change the number of Points awarded for purchases at any time during the Promotion.

Step 2: Keep your original cash register receipt from your purchase of Off-Premise Participating Product(s) dated between April 17, 2017 and December 31, 2017 (the “Receipt”). Star or check the purchase(s) of the Off-Premise 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 brands in the required package/product sizes; no other brands, package/product sizes or combinations are eligible for this Promotion. Each Receipt may only be submitted one 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. All Receipts must be submitted by 11:59:59 p.m. EST on December 31, 2017. It is recommended that you

save your Receipt 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 was obtained by the Account holder.

(a) Email: Take a photo of your Receipt and email it to: Redeem@BuschBucks.com.

(b) Website: Log in to your Account. Follow the online instructions to upload your Receipt.

Upon submission of your Receipt, allow a minimum of forty-eight (48) hours for validation and processing. After processing, your Account will be updated with the proper number of Points based on the Participating Product(s) you purchased.

A total of three (3) Receipts may be submitted per Account per day. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. and ending the same day at 11:59:59 p.m. (EDT or EST depending on day/time).

(b) Purchase Busch, Busch Light, Busch Ice or Busch NA at On-Premise accounts:

Step 1: During the Promotion Period, purchase a single serving of Busch, Busch Light, Busch Ice or Busch NA at On-Premise accounts (each an “On-Premise Participating Product”). Each On-Premise Participating Product is assigned a three (3) point value (also a “Point”). See Appendix A for a list of On-Premise Participating Products and their corresponding Point values. Not all On-Premise Participating Products may be available in all areas. Sponsor reserves the right to change the number of Points awarded for purchases at any time during the Promotion.

Step 2: Keep your original cash register receipt from your purchase of On-Premise Participating Product(s) dated between April 17, 2017 and December 31, 2017 (also a “Receipt”). 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 brands in the required package/product sizes; no other brands, package/product sizes or combinations are eligible for this Promotion. Each Receipt may only be submitted one 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. All Receipts must be submitted by 11:59:59 p.m. EST on December 31, 2017. It is recommended that you save your Receipt 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 was obtained by the Account holder.

(a) Email: Take a photo of your Receipt and email it to: Redeem@BuschBucks.com.

(b) Website: Log in to your Account. Follow the online instructions to upload your Receipt.

Upon submission of your Receipt, allow a minimum of forty-eight (48) hours for validation and processing. After processing, your Account will be updated with the proper number of Points based on the Participating Product(s) you purchased.

A total of one (1) Receipt may be submitted per Account per day. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. and ending the same day at 11:59:59 p.m. (EDT or EST depending on day/time).

6. To obtain Points without making a purchase:

- (a) Mail-in Request: To receive fifteen (15) points without making a purchase, handprint your full name, mailing address (no PO boxes), phone number, email address, and date of birth (exactly as indicated on your Account) to: Busch Bucks Promotion Points Request, PO Box 750907, Dept. 688-70049, El Paso, TX 88575-0049. Mail-in requests must be postmarked by December 30, 2017 and received by January 6, 2018. Limit one (1) Mail-In Request per envelope. Upon verification of your request, fifteen (15) Points will be credited to your Account. Sponsor and its agencies are not responsible for illegible, lost, late, misdirected, damaged, postage-due, incomplete, illegible, or undelivered mail.
- (b) Social Media: Facebook: Throughout the Promotion Period, Sponsor will post a minimum of eight (8) questions about the Busch brand at www.Facebook.com/busch ("Facebook Website"). Submit your answer (each an "Answer") to the question including hashtag #BuschBucks #Sponsored, as instructed on the Facebook Website, to receive twenty-five (25) Points. Questions must be answered within the time period included in each post. In order to participate via Facebook, you must be a registered user of Facebook, follow Busch, and be registered for the Promotion. See Section 3 for details on how to create an Account. Facebook registration is free and can be obtained by logging on to www.facebook.com and following the online instructions to open an account. Entrant must have a public profile on the Facebook account used to enter in order for Sponsor to see the answer. See below for Answer guidelines and prohibited content.

Answer Guidelines & Prohibited Content:

- Answer 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.
- Answer 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/BI-AdCode-5-2011.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 Busch, Busch Light, Busch ICE and Busch Non Alcoholic), 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.
- Incomplete, illegible, deceptive, or garbled Answers are not eligible.

6. Redeem Points for Reward(s): During the Promotion Period, available Points in your Account can be redeemed online for Rewards displayed on the Website beginning at 12:00:00 a.m. EDT on July 1, 2017.

See Appendix B for a list of rewards. 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, 2018 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 PO boxes allowed. Rewards will only be delivered to addresses within the United States (except CA, HI, NJ, OR, PA, TX, UT & VA). 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. 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 p.m. EST on January 15, 2018 shall be void and have no value.

8. Neither the Sponsor nor its agencies are 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 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 its agencies 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 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 entrant to disqualification. Neither the Sponsor nor its agencies 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 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, nonsuspect 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 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 Sponsor and will not be returned.

9. Please see Sponsor's privacy policy located at <http://www.busch.com/privacypolicy.html> for details of our policy regarding the personal information collected in connection with this Promotion.

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APPENDIX A

OFF-PREMISE PARTICIPATING PRODUCT	POINT VALUE
Busch Light 25 oz can single	3
Busch 25 oz can single	3
Busch 32 oz single	3
Busch Ice 25 oz can single	3
Busch Ice 16 oz single	3
Busch Light 4 pack 16 oz can	10
Busch 4 pack 16 oz can	10
Busch Light 6 pack 12 oz can	15
Busch 6 pack 12 oz can	15
Busch NA 6 pack 12 oz can	15
Busch Light 6 pack 16 oz can	15
Busch 6 pack 16 oz can	15
Busch 6 pack 12 oz glass	15
Busch Light 6 pack 12 oz glass	15
Busch Light 12 pack 12 oz can	25
Busch 12 pack 12 oz can	25
Busch NA 12 pack 12 oz can	25
Busch Ice 12 pack 12 oz can	25
Busch Light 12 pack 12 oz glass	25
Busch 12 pack 12 oz glass	25
Busch Light 18 pack 12 oz can	30
Busch 18 pack 12 oz can	30
Busch Ice 18 pack 12 oz can	30
Busch Light 18 pack 12 oz glass	30
Busch 18 pack 12 oz glass	30
Busch 18 pack 16 oz can	30
Busch Light 18 pack 16 oz can	30
Busch Light 24 pack 12 oz can	50
Busch 24 pack 12 oz can	50
Busch Ice 24 pack 12 oz can	50
Busch Light 30 pack 12 oz can	50
Busch 30 pack 12 oz can	50

APPENDIX A

ON-PREMISE PARTICIPATING PRODUCT	POINT VALUE
Busch 12 oz can	3
Busch Light 12 oz can	3
Busch Ice 12 oz. can	3
Busch NA 12 oz. can	3
Busch 12 oz bottle	3
Busch Light 12 oz bottle	3
Busch Ice 12 oz. bottle	3
Busch NA 12 oz. bottle	3
Busch single serve draught	3
Busch Light single serve draught	3
Busch Ice single serve draught	3
Busch NA single serve draught	3

APPENDIX B

Reward	Approximate Retail Value	Points Required to Redeem Rewards
Busch Light Coolie	\$1.08	22
Busch White T-Shirt	\$3.00	60
Busch Light Cap	\$4.00	80
Busch Realtree Cap	\$4.50	90
Busch Sound Opener	\$5.50	110
Busch Cap	\$6.50	130
Busch Realtree Beanie	\$9.00	180
Busch Winter Hat	\$15.00	300
Busch Folding Chair	\$20.00	400
Busch Long Sleeve Flannel	\$25.00	500
Busch Light Nike Polo	\$27.00	540
Busch Eddie Bauer Duffel	\$29.00	580
Busch Blanket	\$30.00	600
Busch Eddie Bauer Fleece Vest	\$32.00	640
Busch Ladies Eddie Bauer Fleece Vest	\$35.00	700
Busch Eddie Bauer Backpack	\$41.00	900
Busch Light Ladies Eddie Bauer ¼ Zip	\$45.00	900
Busch Light Eddie Bauer ¼ Zip	\$45.00	900
Busch Eddie Bauer Fishing Shirt	\$46.00	920
Busch Stanley 64oz Growler	\$65.00	1,300
Busch Realtree Softshell Jacket	\$68.00	1,300
Busch Stanley 16qt Cooler	\$75.00	1,500
Kevin Harvick Signed Tire	\$100.00	2,000
Busch Fridge	\$185.00	4,400