

THE FOLLOWING SWEEPSTAKES IS VOID IN ALASKA AND HAWAII, OUTSIDE THE UNITED STATES OF AMERICA AND DISTRICT OF COLUMBIA, AND WHEREVER PROHIBITED BY LAW. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT TWENTY-ONE (21) OR OLDER AND A LEGAL RESIDENT OF AND CURRENTLY RESIDING IN ONE OF THE 48 ELIGIBLE UNITED STATES OR THE DISTRICT OF COLUMBIA. SEE FURTHER ELIGIBILITY RESTRICTIONS BELOW. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE FEDERAL AND STATE LAW.

KNOB CREEK® FULL FLAVOR SUMMER SWEEPSTAKES

OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO ENTER OR WIN. Making a purchase will not improve your chances of winning.** The Knob Creek® Full Flavor Summer Sweepstakes ("Sweepstakes") sponsored by Jim Beam Brands Co. ("Sponsor") begins 12:00:01 p.m. Eastern Time ("ET") on May 18, 2017 and ends 11:59:59 p.m. ET on August 31, 2017 ("Sweepstakes Period"). The computer clock of Sponsor's webmaster is the official timekeeping device of the Sweepstakes. You may enter the Sweepstakes by SMS text or mail as described in Rule 3, below.
2. **ELIGIBILITY:** This Sweepstakes is open to legal residents of the United States and District of Columbia (D.C.) except for residents of Alaska and Hawaii, who are twenty-one (21) years of age or older at the time of entry. Employees, directors, officers and agents of Sponsor, its parent, affiliate, and subsidiary companies, its advertising and promotion agencies, any alcoholic beverage industry wholesalers, distributors, or licensed retailers, and members of the immediate families (defined for these purposes as spouse, biological, adoptive and step-parents, children, siblings, grandparents, grandchildren and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate. This Sweepstakes is void in Alaska and Hawaii, and outside of the remaining United States and D.C., and where prohibited by law.
3. **HOW TO ENTER:**
 - A. **To Enter by Mail:** During the Sweepstakes Period, legibly handprint your full name, address, city, state, zip code, and telephone number (including area code), date of birth, and e-mail address (if you have one) on a 3½" x 5" card and mail it with sufficient postage to: Knob Creek® Big Full Flavor Sweepstakes, PO Box 251328, West Bloomfield, MI 48325. Mail-in entries must be post marked by the end date of the Sweepstakes Period and received within seven (7) days of the Sweepstakes Period end date set forth in Rule 1. No mechanically reproduced, facsimile or computer-generated entries allowed.
 - B. **To Enter by SMS Text:** Beginning 12:00:01 p.m. ET on May 18, 2017, use your cell phone to send "KNOBCREEK" as an SMS text message to the SMS short code 25552 ("Short Code"). Upon Sponsor's receipt of the SMS text entry, Sponsor will send a SMS text message to the cell phone number used to submit the entry to verify entrant's date of birth. Entrant must respond by sending Sponsor a SMS text message with entrant's date of birth. Upon receipt by Sponsor of entrant's date of birth confirming that entrant is twenty-one (21) years of age or older and agrees to these Official Rules, Sponsor will send a SMS text message to the cell phone number used to submit the entry to verify entrant's five (5) digit zip code of residence. Upon receipt by Sponsor of entrant's valid five (5) digit zip code of residence, a confirmation SMS text message will be sent to the cell phone number used to submit the entry. At this point, your SMS text entry will be deemed "completed". An entrant will receive a minimum of 4 text messages with an entry. However, receipt of a

confirmation SMS text message does not mean that entrant has been determined to meet the eligibility requirements of this Sweepstakes. Supported mobile service providers include: *AT&T, Verizon Wireless, Sprint, T-Mobile, Alltel, Boost Mobile and Virgin Mobile*. To opt-out/stop receiving text messages, text "STOP KNOBCREEK" to 25552. You may receive a text confirming your opt-out. Sending "STOP KNOBCREEK" after entry will not preclude Sponsor from sending winner notification by text message. For help, text "HELP KNOBCREEK" to 25552. Entrant may be charged for SMS text messages that are sent from or received by entrant's cell phone or wireless device according to the terms of entrant's rate plan. Text messaging service may not be available in all areas. All SMS text entrants must have a text messaging two-way capable phone or wireless device and digital and SMS service in order to enter the Sweepstakes via this entry method. All SMS text entries must be completed, as defined herein, by 11:59:59 p.m. ET on August 31, 2017. SMS text entries will be deemed made by the primary account holder of the account associated with the phone used to enter, based on the applicable phone company's records. Network service for transmission of text messages may be interrupted or unavailable due to atmospheric or topographical conditions, governmental regulations or orders, system capacity limitations or other reasons beyond Sponsor's control. Sponsor is not responsible for message delivery or timeliness of messages, or for availability of messaging services at any time

IMPORTANT: Message and data rates may apply for each text message sent or received. Not all mobile telephone providers carry the service necessary to participate in this Sweepstakes. Entrants should consult their wireless provider's pricing plans. Consent not a condition of purchase. An entrant may, at any time, choose to stop participating in this Sweepstakes by sending an opt-out text message stating "STOP KNOBCREEK" to the Short Code. If an entrant sends an opt-out text message, he/she will be sent a reply text message, which will confirm that he/she has been unsubscribed and will receive no further text messages. For help, text "HELP KNOBCREEK" to the Short Code. Each Text Message Entry must be manually key-stroked/entered by the entrant.

4. ENTRY ERRORS/TAMPERING: Sponsor reserves the right to void all entries made through any third-party web site or service, or through any robotic, automatic, mechanical, programmed or similar entry duplication method, and to disqualify any individual using such a web site/ service or entry method, as applicable. Sponsor is not responsible for: (i) electronic, wireless or digital transmissions or any entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by Sponsor or its agents for any reason; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries; (iii) destruction of or unauthorized access to, or alteration of, entries; (iv) failed or unavailable hardware, network, software, SMS text or telephone transmissions; (v) damage to entrant's or any person's computer or wireless device or its contents; (vi) causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (vii) any entries submitted in a manner that is not expressly allowed under these Official Rules; (viii) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (ix) any typographical or other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prizes or prize winners; (x) malfunctions or interference resulting from illicit, malicious or injurious code (including but not limited to viruses, worms and denial of service attacks); or (xi) cheating or fraud by any participant.

All incomplete or non-conforming entries will be disqualified. All entries become Sponsor's property and will not be returned.

If for any reason the Sweepstakes cannot be executed as planned, including but not limited to any printing, administrative, or other error of any kind, transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right, in its sole discretion, to cancel, modify or terminate the Sweepstakes and, if terminated before the original end date, to select the winners from among all eligible non-suspect entries received as of the date/time of termination. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR OTHERWISE CORRUPT THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

5. FURTHER ENTRY CONDITIONS: Limit one (1) entry per person/phone number per day regardless of method of entry. If more than one (1) entry is received per day per person or phone number, by any means including, but not limited to, establishing multiple cell phone numbers, all such entries, and the person/phone number that submitted them, will be disqualified. Proof of submission of an entry does not constitute proof of receipt of entry by Sponsor. By entering, entrants acknowledge their compliance with and agreement to be bound by these Official Rules and the Sponsor's decisions. All entries become the property of Sponsor and will not be returned.

6. DRAWING/ODDS OF WINNING: Winners will be determined in a random drawing from among all eligible entries received during the Sweepstakes Period. The drawing will be conducted on or about September 7, 2017, by Sponsor or Sponsor's agent. **Odds of winning will depend on the total number of eligible entries received.** Potential winners will be notified by phone, SMS text message, mail or e-mail by or about twenty-four (24) hours after the drawing. Prize winners may also be announced by news release. Winning is contingent upon fulfilling all requirements of these Official Rules. No entrant may win more than one (1) Prize.

7. PRIZES:

Grand Prizes: Fifteen (15) winners will be selected in the drawing, as described in Rule 6, as prize winners, subject to verification of eligibility and compliance with the terms of these Official Rules. Each of the Grand Prize winners will be awarded one (1) Large Big Green Egg® grill package to include: (i) one (1) large Big Green Egg® grill; (ii) one (1) supporting Nest; (iii) one (1) set of wooden mates; (iv) one (1) Ten (10) pound bag of natural lump charcoal; (v) one (1) box of charcoal starters; (vi) one (1) ash tool; (vii) one (1) grill gripper; (viii) Knob Creek® branded apparel/items to be determined by Sponsor. Approximate Retail Value ("A.R.V.") of the Grand Prize: One Thousand Four Hundred Thirty Five dollars (\$1,435).

The total ARV of all available prizes in this Sweepstakes is Twenty One Thousand Five Hundred Twenty Five dollars (\$21,525). Any difference between the stated ARV and actual value of prize will not be awarded in any form. Prizes are non-transferable, and no prize substitutions or cash redemptions are allowed except by Sponsor in its sole discretion, or as otherwise provided herein. Some assembly is required for the Prize

and each Winner will be responsible for all proper assembly of the Grand Prize. Sponsor may substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) becomes unavailable for any reason, including but not limited to cancellation, for any reason, of any game specified in the prize packages. **All income taxes on prizes are the winners' sole responsibility.** All prizes will be awarded provided a sufficient number of qualifying entries is received, and prizes are claimed properly in accordance with these Official Rules. All trademarks are the property of their respective owners.

8. VERIFICATION/PRIZE CLAIM: Winners must provide positive identification specified by Sponsor to claim a prize. Winners will be required to sign and return an Affidavit of Eligibility, Liability Release and, where permitted by law, Publicity Release without additional compensation within ten (10) business days of notification or the prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. If prize notification is returned as undeliverable, or if Sponsor, in its sole discretion, deems a potential winner ineligible to receive a prize for any reason, the corresponding prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. Each guest will be required to sign and return a Liability/Publicity Release within a specified time period as a condition of participating in the specified prize package. Sponsor's decisions will be final, binding and non-appealable in all matters relating to this Sweepstakes.

9. WAIVER OF LIABILITY: By participating in the Sweepstakes and submitting an entry, each entrant agrees to (a) be bound by these Official Rules and by the decisions of the Sponsor, and (b) indemnify, release, defend and hold harmless the Sponsor, its parent company, subsidiaries, affiliates and agencies, Big Green Egg Inc., and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, shareholders and employees (collectively, the "Released Parties"), from and against any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury (including without limitation emotional distress) and/or death, publicity rights, defamation or invasion of privacy or merchandise delivery arising from or in connection with participation in the Sweepstakes or the acceptance, possession and/or use/misuse of a prize (if awarded to him/her) or his/her participation in prize-related activities (if applicable), including but not limited to travel related thereto.

BY ACCEPTING A PRIZE, EACH WINNER ACKNOWLEDGES THAT NIETHER SPONSOR NOR BIG GREEN EGG, INC HAS EITHER MADE NOR IS IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO SUCH PRIZE, INCLUDING, BUT NOT LIMITED TO, DAMAGES RESULTING FROM SHIPPING AND HANDLING, LOSS, USE OR MISUSE, THE QUALITY, MECHANICAL CONDITION OR FITNESS FOR A PARTICULAR PURPOSE.

10. CONSENT TO PUBLICITY: By accepting a prize, each winner further consents to Sponsor's use of his/her name, voice, statements and/or likeness for advertising, promotion, public relations or trade purposes in commerce and in any media worldwide without limitation or additional compensation or notice, unless prohibited by law.

11. DISPUTES/VENUE/GOVERNING LAW: By participating, entrants agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in the State of New York; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) to the extent allowed by

applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than New York.

12. PERSONAL INFORMATION: All personal information collected from entrants in connection with participation in this Sweepstakes will be used only as provided in Sponsor's Privacy Policy, available at www.beamsuntory.com.

13. WINNERS' LIST: For a list of winners send a self-addressed stamped business-size envelope after September 30, 2017 and no later than November 30, 2017 to: Knob Creek® Full Flavor Summer Sweepstakes, Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325.

14. SPONSOR: Jim Beam Brands Co., 510 Lake Cook Road, Deerfield, IL 60015

DRINK SMART®

Knob Creek® Kentucky Straight Bourbon Whiskey, 50% Alc./Vol. ©2017 Knob Creek Distillery, Clermont, KY

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