

PROJECT PABST PORTLAND SCAVENGER HUNT SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE OTHERWISE PROHIBITED BY LAW.

SWEEPSTAKES DESCRIPTION: Project Pabst Portland Scavenger Hunt Sweepstakes (“Sweepstakes”) begins on July 5, 2017 at 12:00 AM Pacific Time (“PT”) and ends on July 28, 2017 at 11:59 PM (PT) (“Sweepstakes Period”). The Sweepstakes Period consists of twenty-four (24) separate and distinct Sweepstakes Periods as set forth in the chart below. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with, abide by, and be bound by these Official Rules and the decision of Pabst Brewing Company, LLC (the “Sponsor”), which shall be final and binding in all respects.

ELIGIBILITY: Open only to legal U.S. residents and who are twenty-one (21) years of age or older at time of entry. Employees of Sponsor, its parent company, affiliates, subsidiaries, prize suppliers, advertising and promotion agencies (“Sweepstakes Entities”) and wholesalers, suppliers, distributors and retailers of alcoholic beverage licensees (collectively, “Licensees”) and immediate family members (spouses, parents, children, siblings, and their spouses) and/or individuals living in the same household as employees of Sweepstakes Entities and Licensees are not eligible to participate. Void where prohibited by law.

In order to be eligible to win a prize with total ARV \$500 or more, you and/or members of your household cannot have won any prize from Sponsor of an ARV of \$500 or more during the calendar year when the prize is awarded, even if the prize was rejected. In addition, in order to be eligible to win a prize with total prize value between \$200-\$499, you and/or members of your household cannot have won any prize from Sponsor of an ARV between \$200-\$499 within 6 months of when the winner was drawn, even if the prize was rejected. Finally, in order to be eligible to win a prize with total ARV of \$199 or less, you and/or members of your household cannot have won any prize from Sponsor of an ARV of \$199 or less within one month of when the prize is awarded, even if the prize was rejected. **Void where prohibited by law.**

HOW TO ENTER: There is one method of entry. No other method of entry will be accepted. BY ONLINE: To enter the Sweepstakes via the online method of entry during the Sweepstakes Period Start Time, go to <http://portland.projectpabst.com>. Follow the directions to complete the online entry form and participate in the Sweepstakes. Entrants must complete all data requested on the online entry form.

The Sweepstakes Period consists of twenty-four (24) separate and distinct Sweepstakes Period as set forth in the chart below. Each Sweepstakes Period will begin at the Sweepstakes Period start time (“Sweepstakes Period Start Time”) and end at the Sweepstakes Period end time (“Sweepstakes Period End Time”) as specified in the chart below:

Sweepstakes Period	Sweepstakes Period Start Time	Sweepstakes Period End Time
Day 1	12:00 a.m. (PT), July 5, 2017	11:59 p.m. (PT), July 5, 2017
Day 2	12:00 a.m. (PT), July 6, 2017	11:59 p.m. (PT), July 6, 2017
Day 3	12:00 a.m. (PT), July 7, 2017	11:59 p.m. (PT), July 7, 2017
Day 4	12:00 a.m. (PT), July 8, 2017	11:59 p.m. (PT), July 8, 2017
Day 5	12:00 a.m. (PT), July 9, 2017	11:59 p.m. (PT), July 9, 2017
Day 6	12:00 a.m. (PT), July 10, 2017	11:59 p.m. (PT), July 10, 2017
Day 7	12:00 a.m. (PT), July 11, 2017	11:59 p.m. (PT), July 11, 2017
Day 8	12:00 a.m. (PT), July 12, 2017	11:59 p.m. (PT), July 12, 2017
Day 9	12:00 a.m. (PT), July 13, 2017	11:59 p.m. (PT), July 13, 2017
Day 10	12:00 a.m. (PT), July 14, 2017	11:59 p.m. (PT), July 14, 2017
Day 11	12:00 a.m. (PT), July 15, 2017	11:59 p.m. (PT), July 15, 2017
Day 12	12:00 a.m. (PT), July 16, 2017	11:59 p.m. (PT), July 16, 2017

Day 13	12:00 a.m. (PT), July 17, 2017	11:59 p.m. (PT), July 17, 2017
Day 14	12:00 a.m. (PT), July 18, 2017	11:59 p.m. (PT), July 18, 2017
Day 15	12:00 a.m. (PT), July 19, 2017	11:59 p.m. (PT), July 19, 2017
Day 16	12:00 a.m. (PT), July 20, 2017	11:59 p.m. (PT), July 20, 2017
Day 17	12:00 a.m. (PT), July 21, 2017	11:59 p.m. (PT), July 21, 2017
Day 18	12:00 a.m. (PT), July 22, 2017	11:59 p.m. (PT), July 22, 2017
Day 19	12:00 a.m. (PT), July 23, 2017	11:59 p.m. (PT), July 23, 2017
Day 20	12:00 a.m. (PT), July 24, 2017	11:59 p.m. (PT), July 24, 2017
Day 21	12:00 a.m. (PT), July 25, 2017	11:59 p.m. (PT), July 25, 2017
Day 22	12:00 a.m. (PT), July 26, 2017	11:59 p.m. (PT), July 26, 2017
Day 23	12:00 a.m. (PT), July 27, 2017	11:59 p.m. (PT), July 27, 2017
Day 24	12:00 a.m. (PT), July 28, 2017	11:59 p.m. (PT), July 28, 2017

In the event of a dispute regarding the individual who actually submitted an entry, the entry will be deemed submitted by the authorized account holder of the account supplied at the time of entry. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the account associated with the winning entry. The “authorized account holder” is defined as the natural person who is assigned by social media and/or the telecommunications provider to the account from which the entrant is submitted. If a dispute cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible. Sweepstakes Entities shall not be responsible for incorrect or inaccurate entry information caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Sweepstakes Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

Limit one (1) entry per person, per day. For purposes of this Sweepstakes, a “day” is defined as any consecutive twenty-four (24) hour time period during the Promotion Period starting at 12:00 AM (PT) and ending at 11:59 PM (PT). All entries become the property of Sponsor and will not be acknowledged or returned.

RESTRICTIONS: In order to be eligible, entries must actually be received by Sponsor during the Sweepstakes Period. Entries received before the start of the Sweepstakes Period or after the end of the Sweepstakes Period will be discarded and deemed VOID. For purposes of this Sweepstakes, an entry is “received” when the website’s servers record the post information. Those who do not follow all of the instructions or do not abide by these Official Rules or other instructions of Sponsor will be disqualified. Entrants agree that their entry becomes the property of Sponsor and that the Sponsor may use the content of the entry for any proper purpose, including, without limitation, for Sponsor’s advertising and/or promotional purposes. Any personally identifiable information collected during an entrant’s participation in this Sweepstakes will be collected by Sponsor and used by Sponsor, Sweepstakes Entities, Licensees, its respective affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes t as described in these Official Rules. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules.

RANDOM DRAWINGS: Winners will be selected in twenty-four (24) daily drawings from each Sweepstakes Period, among all eligible entries received by Sponsor or its designee, whose decisions are final and binding. All prize drawings will be conducted at Sponsor’s offices at 10635 Santa Monica Blvd., Ste. 350, Los Angeles, CA 90025. Winner(s) will be notified instantly if Entrant won by receiving a pop up winner affidavit form for completion or by phone, mail, overnight courier, and/or email at Sponsor’s discretion. Sponsor shall have no liability for any winner notification that is not completed accurately, lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not complete the winner affidavit form and it is determined the form is not accurate, such potential winner will forfeit his or her prize and the prize may go unclaimed. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected.

PRIZES/APPROXIMATE RETAIL VALUE (ARV)/ODDS: There are prizes available for each Sweepstakes Period to be won. One (1) prize is available to be won per Sweepstakes Period and shall be as follows: Day 1: fifty (50) men's t-shirts; Day 2: fifty (50) women's t-shirts; Day 3: ten (10) Pabst branded coolers; Day 4: two (2) pairs of Project Pabst Portland tickets; Day 5: five (5) Pabst branded clocks; Day 6: fifty (50) men's Pabst branded t-shirts; Day 7: fifty (50) women's t-shirts; Day 8: five (5) Pabst mirrors; Day 9: two (2) pairs of Project Pabst Portland tickets; Day 10: five (5) Pabst branded neons; Day 11: fifty (50) women's tank tops; Day 12: five (5) mini refrigerators; Day 13: five (5) Pabst branded wall clocks; Day 14: ten (10) Pabst branded mirrors; Day 15: five (5) pairs of Project Pabst Portland tickets; Day 16: five (5) cornhole game; Day 17: five (5) mini refrigerators; Day 18: ten (10) Pabst branded coolers; Day 19: five (5) pairs of Project Pabst Portland tickets; Day 20: fifty (50) women's t-shirts; Day 21: five (5) cornhold games; Day 22: five (5) pairs of Project Pabst Portland tickets; Day 23: five (5) pairs of Project Pabst Portland tickets; and Day 24: ten (10) pairs of Project Pabst Portland tickets (each, a "Prize", collectively, "Prizes"). The total ARV of all Prizes is Twelve Thousand Nine Hundred Dollars (\$12,900). For clarification, a winner may win one Prize offered for each Sweepstakes Period, for example, Day 1, there may be fifty (50) winners, Day 9, there may be two (2) winners. In the event a potential winner is disqualified or found to be ineligible, the number of daily Prize winners may be reduced and certain Prize(s) may go unclaimed. Odds of winning depend on total number of eligible entries received for each Sweepstakes Period. The right to a Prize (or any part thereof) is not transferable by a winner. Each Prize (or any part thereof) must be accepted as awarded with no substitutions (in cash, in kind, or otherwise) except at Sponsor's sole discretion. Sponsor reserves the right to substitute any Prize (or any part thereof) for an item (including in the form of a gift card and/or cash) of equivalent or greater value if for any reason, in Sponsor's discretion, any Prize (or any part thereof) cannot, or without hardship cannot, be awarded as described in these Official Rules. All applicable federal, state, and local taxes, fees and surcharges on prizes are the sole responsibility of the prize winners. Where applicable, winners may receive a 1099 tax form for the actual retail value of the prize won. No responsibility or liability is accepted for any variation in the value of the Prize(s). **Any and all taxes (including, without limitation, income taxes) and other costs and expenses arising from or relating to a Prize (or any substitution) or its delivery (including shipping and related taxes, tariffs and duties of any purchases made by a Prize winner using a gift card won in this Promotion), transfer, receipt, acceptance, possession, use or disposition is solely the responsibility of each Prize winner.**

GENERAL: Potential Prize winner may be required to sign and return a notarized Affidavit of Eligibility/Liability Release including the recording of their social security number (for tax reporting purposes – as required by law) and, where permitted by law, Publicity Release within twenty-four (24) hours after first notification attempt. If Prize notification or Prize is returned as non-deliverable, Prize may be forfeited and an alternate winner may be selected provided there is sufficient time remaining to award the Prize. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a Prize of equal or greater value in the event that an offered prize is unavailable. Prize cannot be used in conjunction with any other sweepstakes and/or promotion. This Sweepstakes is governed by the laws of the United States and is subject to all applicable federal, state, and local laws and regulations. Sweepstakes Entities will have no liability whatsoever for any injuries, losses or damages of any kind caused by any Prize or resulting from acceptance, possession, use and/or misuse of any Prize or participation in the Sweepstakes or any Prize-related activities. Acceptance of a Prize shall be construed as and signify the winner's agreement and consent that the Sweepstakes Entities and Licensees may use the winner's name, image, voice, likeness, and/or Prize information, in all forms of media now known or hereafter devised, in perpetuity, throughout the world, without notice or further compensation without limitation, for promotional purposes (which may include advertising) without further consideration, review, approval or payment, unless prohibited by law. This provision does not apply to winners from the state of Tennessee. Winner(s) also grants the Sweepstakes Entities and Licensees the right to use and publish winners' names and states of residence online, in print, and in any other media in connection with the Sweepstakes. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes

LIMITATIONS AND RELEASES: Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Sweepstakes Entities are not responsible for lost, late, misdirected, mutilated, or illegible entries or for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in

operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless device connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's phone, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and award the prizes via random drawing from among all eligible non-suspect entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

By entering, entrants release and hold harmless Sponsor, the Sweepstakes Entities and Licensees, their respective parents, subsidiaries, affiliates, directors, officers, employees, attorneys, agents, and representatives from any and all liability for any injuries to any person (including death) or property of any kind, loss, claim, action, demand or damage of any kind arising from or in connection with their participation in the Sweepstakes or from their acceptance, receipt, possession, and/or use or misuse of the Prize or malfunction of any Prize, participation in any Sweepstakes related activity, or participation in the Sweepstakes.

USE OF DATA: Sponsor will be collecting personal data about entrants and/or potential winners in accordance with its Privacy Policy. Please review the Sponsor's Privacy Policy that can be found on their website, <http://pabstbrewingco.com/privacy/>. By participating in the Sweepstakes and/or accepting the Prize, the winner(s) hereby agrees to Sponsor's collection and use of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy, respectively.

As a condition of participating in this Sweepstakes, entrant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, exclusively, before a court of competent jurisdiction located in Los Angeles, CA, which court shall apply the laws of the state of California without regard for rules of conflicts of law. In any such dispute, participant shall, under no circumstances, be entitled to claim punitive, incidental, or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (if any) associated with participating in the Sweepstakes, and participant hereby waives all rights to have damages multiplied or increased.

WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by September 30, 2017 to: Project Pabst Portland Scavenger Hunt Sweepstakes, 10635 Santa Monica Blvd., Ste. 350, Los Angeles, CA 90025. Communications with respect to this Sweepstakes, including requests to be removed from future mailings, should be directed to the foregoing address.

© 2017 Pabst Brewing Company, LLC, Milwaukee, WI