

THE FOLLOWING SWEEPSTAKES IS VOID OUTSIDE THE UNITED STATES AND WHEREVER PROHIBITED. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT 21 OR OLDER AND A LEGAL RESIDENT OF AND CURRENTLY RESIDING IN ONE OF THE 50 ELIGIBLE STATES OR IN D.C. SEE FURTHER ELIGIBILITY RESTRICTIONS BELOW. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE FEDERAL AND STATE LAW.

SUMMER OF SAUZA® TEQUILA SWEEPSTAKES

OFFICIAL RULES

1. NO PURCHASE NECESSARY. Making a purchase will not improve your chances of winning. The Summer of Sauza® Tequila Sweepstakes (“Sweepstakes”) sponsored by Jim Beam Brands Co. (“Sponsor”) begins 12:00:00 p.m. Eastern Time (“ET”) on May 19, 2017 and ends 11:59:59 p.m. ET on September 5, 2017 (“Sweepstakes Period”). The computer clock of Sponsor’s webmaster is the official timekeeping device of the Sweepstakes. You may enter the Sweepstakes by on-line entry, as described in Rule 3, below.

2. Eligibility: This Sweepstakes is open to legal residents of the 50 United States and the District of Columbia (“D.C.”) who are 21 years of age or older at the time of entry. Employees, directors, officers and agents of Sponsor, their parent, affiliate, and subsidiary companies, their advertising and promotion agencies, any alcoholic beverage industry wholesalers, distributors, or licensed retailers, and members of their 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.

3. How to Enter:

To Enter On-Line: Beginning 12:00:00 p.m. Eastern Time (“ET”) on May 19, 2017, access www.summerofsauza.com via your computer or mobile device. Follow the on-screen instructions to complete the Sweepstakes entry form. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The “authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All on-line entries must be received by 11:59:59 p.m. ET on September 5, 2017.

Additional Bonus Entries:

Immediately following submission of your initial Entry, you may complete the following short additional engagement tasks to receive additional bonus entries.

SOCIAL MEDIA ENGAGEMENT TASKS	
Twitter Referral	Entrants will be prompted to share the Sweepstakes via a unique URL on their Twitter account inviting Twitter followers to enter the Sweepstakes. To obtain a completed bonus entry, an Entrant’s Twitter follower must click on the link in the Invitation Post and complete and submit the registration information requested and enter the Sweepstakes. Upon the Entrant’s Twitter follower’s successful entry into the Sweepstakes, the Entrant will receive one (1) bonus entry. *You must be a registered member of Twitter to participate in this Bonus Entry option. Twitter membership is free.

Facebook Referral:	Entrants will be prompted to share the Sweepstakes via a unique URL on their Facebook account inviting Facebook friends to enter the Sweepstakes. To obtain a completed bonus entry, an Entrant's Facebook follower must click on the link in the Invitation Post and complete and submit the registration information requested and enter the Sweepstakes. Upon the Entrant's Facebook follower's successful entry into the Sweepstakes, the Entrant will receive one (1) bonus entry. <i>*You must be a registered member of Facebook to participate in this Bonus Entry option. Facebook membership is free.</i>
<i>*Limit ten (10) Social Media bonus entries, regardless of social media platform, per person, during the Sweepstakes Period.</i>	

ACTIVITY ENGAGEMENT TASKS	
Margarita Activity	To obtain five (5) completed bonus entries, follow the on-screen instructions to create a virtual "Recipe" by selecting answers to two (2) questions. <i>*Limit five (5) Margarita Activity Bonus Entries per person during the Sweepstakes Period.</i>
Watch a Video	To obtain five (5) completed bonus entries, follow the on-screen instructions to watch the Sauza® Tequila video. For an entry to be deemed completed, you must click "play" on the applicable Sauza® Tequila video. <i>*Limit five (5) Watch a Video Bonus Entries per person during the Sweepstakes Period.</i>
Margarita Photo	<p>Follow the on-screen instructions to upload a photo. To obtain five (5) completed bonus entries, Margarita Photo must comply with the submission instructions included below. Entrant will be notified via email of their completed submission once photo deemed in accordance with instructions. <i>*Limit five (5) Margarita Photo Bonus Entries per person during the Sweepstakes Period.</i></p> <p>All Photo submissions must comply with the following requirements:</p> <p><u>Content Requirements:</u> All entrants must use caution and common sense in creating their photos. THE PHOTO WILL BE RETAINED BY AND BECOME THE PROPERTY OF SPONSOR AND WILL NOT BE RETURNED. The photo must be suitable for publication and compliant with the following content requirements in the sole opinion of the Sponsor:</p> <ol style="list-style-type: none"> 1. Photo cannot depict consumption of alcoholic beverages; 2. Photo shall only depict the entrant, and the entrant must be twenty-one (21) years of age or older at the time of entry; 3. Photo cannot be obscene, defamatory, dangerous, discriminatory, infringing or otherwise inappropriate or unsuitable for publication to general audiences over the age of twenty-one (21); 4. Photo cannot depict or encourage excessive or irresponsible alcohol consumption, link alcohol to any activities that would be dangerous while consuming alcohol, including operating machinery, sailing, skiing, etc.; 5. Photo must not contain or depict any third party trademarks (other than Sauza® Tequila, should entrant choose to include such product in the photo submission) or copyright protected material. 6. Photo cannot be obscene or offensive, or endorse any form of hate or hate group;

7. Photo cannot defame, misrepresent or contain disparaging remarks about any person or entity, including but not limited to the Sponsor or its affiliates, as determined in the sole discretion of the Sponsor;
8. Photo cannot contain any material that may, in the sole discretion of Sponsor, infringe on the intellectual property rights of any third party, including but not limited to, copyrights or trademarks owned by others. Entrants must use their own original material in the creation of the photo. If a photo contains any third party trademarks or copyrighted material, Sponsor may, in its sole discretion, disqualify the entry from the sweepstakes. In the alternative, Sponsor may ask the entrant to provide the appropriate legal documentation, as required by Sponsor, which demonstrates that the entrant has received proper permission to use such third party material in the Photo for all purposes related to this Sweepstakes and Sponsor, with a right to further grant and transfer such permission to Sponsor and its affiliates. Failure to provide appropriate legal documentation, as determined in Sponsor's sole discretion, will result in disqualification of the entry without notice;
9. Photo cannot advertise or promote any third party brand or product of any kind or contain any personal identification, including, but not limited to: license plate numbers, personal names, e-mail addresses, phone numbers, or street addresses;
10. Photo cannot contain materials embodying the names, voices, likeness, or other indicia of, or identifying any person, living or dead, unless appropriate permission and releases have been obtained for the use of such material in your photo. Failure to provide this documentation upon Sponsor's request will result in disqualification of the entry without notice
11. Photo cannot depict any materials relating to the armed forces of the United States, or the American flag, or any emblem, seal, insignia, or decoration associated with such flag or armed forces. Entries cannot be in violation of any applicable federal, state, and/or local laws, rules, and regulations;
12. In addition to the requirements and guidelines above, photo must not contain obscene or pornographic material, contain defamatory or libelous statements, invade privacy rights, exploit individuals or in any other way violate applicable laws and regulations.

Technical Requirements:

1. Photo must be submitted in one of the following standard file formats: .jpg, .jpeg, .png, or .gif.
2. Photo files may not be larger than 5MB in size

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 twenty-six (26) total entries per person/household as outlined below during the Sweepstakes Period.

<u>Entry Method</u>	<u>Total allowed entries</u>
Enter On-line	One (1) entry
Margarita Activity	Five (5) entries
Social Media Entries	Up to ten (10) entries, regardless of social platform
Margarita Photo Upload	Five (5) entries
Watch a Video	Five (5) entries

Multiple entrants are not permitted to share the same email address or other relevant account. Anyone attempting to submit more than twenty-six (26) entries per person may be disqualified from the Sweepstakes at Sponsor's sole discretion. If more than twenty-six (26) entries are received per person, by any means including, but not limited to, establishing multiple e-mail accounts or cell phone numbers, all such entries, and the person 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 an 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:

Eligible entries will be divided into one of eight (8) separate groups:

- 1) entries from residents of AZ ("Group 1")

2) entries from residents of Northern California (“Group 2”); “Northern California” to be defined as residents of the following zip codes:

55403	93270	93622	93711	94022	94117
93202	93271	93623	93720	94024	94118
93203	93272	93624	93721	94025	94119
93204	93274	93625	93722	94027	94120
93206	93277	93626	93725	94028	94121
93208	93279	93627	93726	94030	94122
93210	93280	93630	93727	94037	94123
93212	93283	93631	93728	94038	94124
93215	93285	93633	93730	94040	94127
93216	93286	93634	93901	94041	94128
93219	93291	93635	93905	94043	94129
93221	93292	93636	93906	94044	94131
93222	93301	93637	93907	94060	94132
93223	93303	93638	93908	94061	94133
93225	93304	93640	93920	94062	94134
93226	93305	93641	93921	94063	94158
93227	93306	93643	93922	94064	94161
93230	93307	93644	93923	94065	94301
93234	93308	93646	93924	94066	94303
93235	93309	93647	93925	94070	94304
93238	93311	93648	93926	94074	94305
93240	93312	93650	93927	94080	94306
93241	93313	93651	93930	94083	94307
93242	93389	93652	93932	94085	94401
93243	93426	93653	93933	94086	94402
93244	93450	93654	93940	94087	94403
93245	93561	93656	93942	94089	94404
93247	93601	93657	93950	94102	94501
93249	93602	93660	93953	94103	94502
93250	93603	93662	93955	94104	94503
93252	93604	93664	93960	94105	94505
93254	93606	93668	93962	94106	94506
93256	93609	93673	94002	94107	94507
93257	93610	93675	94005	94108	94509
93258	93611	93701	94010	94109	94510
93261	93612	93702	94012	94110	94511
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93263	93615	93704	94015	94112	94514
93265	93618	93705	94018	94114	94515
93267	93619	93706	94019	94115	94517
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3) entries from residents of Southern California (“Group 3”); “Southern California” to be defined as residents of the following zip codes:

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- 4) entries from residents of FL (“Group 4”);
- 5) entries from residents of IL (“Group 5”);
- 6) entries from residents of Metro New York (“Group 6”); “Metro New York” to be defined as residents of the following zip codes:

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10178	10285	11427	11750	11970	10552
10179	10286	11428	11754	11972	10557
10184	10292	11430	11760	11973	10558
10185	11005	11431	11775	11975	10560
10196	11101	11432	11789	11977	10566
10197	11102	11433	11792	11980	10571
10199	11103	11435	11794	10501	10572
10203	11104	11436	11796	10502	10573
10211	11120	11439	11798	10503	10576
10212	11351	11499	11930	10504	10577
10213	11352	11690	11931	10505	10580
10242	11359	11691	11932	10507	10587
10249	11362	11692	11934	10510	10588
10256	11369	11693	11935	10511	10590
10257	11370	11694	11939	10514	10594
10258	11371	11695	11940	10517	10596
10259	11374	11697	11942	10518	10597
10260	11379	10301	11944	10519	10598
10261	11380	10307	11947	10520	10601
10265	11381	10308	11948	10521	10602
10268	11386	10309	11949	10522	10604
10269	11390	10311	11950	10523	10605
10270	11405	10313	11951	10526	10606
10271	11411	501	11954	10527	10610
10272	11412	544	11956	10530	10702
10273	11413	6390	11957	10532	10706
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10275	11416	11707	11959	10535	10709
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7) entries from residents of TX ("Group 7");

8) entries from residents of the remaining areas and D.C. ("Group 8").

Each eligible entry shall be assigned to only one (1) Group, and each entry shall be eligible to be selected as a winner only for the Group into which the entry is assigned, based on the area of residence selected by the entrant. **Each entrant is eligible to win only one (1) prize.** One (1) Grand Prize winner from will be selected from collective Group 1 through 8. One (1) First Prize winner will be selected from each Group 1 through 7. Winners will be determined in random drawings from among all eligible entries received during the Sweepstakes Period. Drawings will be conducted on or about September 6, 2017 by Sponsor or Sponsor's agent. **Odds of winning will depend on the total number of eligible entries received in each Group.** Potential winners will be notified by phone, mail or e-mail by or about September 6, 2017. Prize winners may also be posted on the Sauza® Tequila page on Facebook, the Sauza® Tequila Twitter page, or the Sauza® Tequila website, following verification of the winners, and may be announced by news release. Winning is contingent upon fulfilling all requirements of these Official Rules.

7. Prizes:

Grand Prize: No alcohol is given as part of this prize. One (1) Grand Prize winner will be selected among all eligible entrants as defined in Rule 6 above, in accordance with these official rules. Grand Prize winner will receive a three (3) day / two (2) night trip for winner and five (5) guests (each of whom must be 21 years of age or older) to Miami, Florida. Winner and guests must travel together and must depart and return to the same airport; the Trip must be taken on the specified dates, and specific travel dates and arrangements are subject to availability and some restrictions. The Trip will consist of (i) coach class roundtrip travel for winner and five (5) people (winner and guests) between the major international airport closest to Winner's residence (as determined by Sponsor in its sole discretion) and a major airport in Miami, Florida, (as determined by Sponsor in its sole discretion); (ii) two (2) overnight stays for six (6) people (winner and guests) at a hotel in Miami (selected by Sponsor in its sole discretion, and subject to availability) based on single room, double occupancy stay (iii) a private Summer of Sauza® cabana event (as determined by sponsor) (iv) ground transfers while in Miami between the airport and hotel (v) luxury custom bar cart (to include all items described in the "first prize" section below and (vi) a check in the amount of ten thousand dollars (\$10,000.00). Travel dates to be solely determined by Sponsor. Approximate Retail Value "A.R.V." sixty-seven thousand two-hundred-forty-seven dollars and fourteen cents (\$67,247.14).

No spending money will be provided, this will be at the winners own cost; gratuities and all other expenses not specified herein, including without limitation all applicable security fees, passenger facility charges and trip insurance, are the winner's responsibility. If winner is unable to complete trip on the dates specified, and/or is unable to attend all promotional events scheduled to take place during the trip, the winner shall forfeit the prize in its entirety and an alternate winner will be selected, time permitting, based on the criteria described above Trip must be taken in accordance with Sponsor's directions.

GRAND PRIZE MUST BE FULFILLED BY JANUARY 31, 2018. IF WINNER IS UNABLE TO ACCEPT THE PRIZE WITHIN THE TIMELINE SPECIFIED, THE WINNER SHALL FORFEIT THE PRIZE IN ITS ENTIRETY AND AN ALTERNATE WINNER WILL BE SELECTED, TIME PERMITTING, BASED ON THE CRITERIA DESCRIBED ABOVE IN RULE 6.

FIRST PRIZE: No alcohol is given as part of this prize. Seven (7) First Prize winners will be selected among all eligible entrants as defined in Rule 6 above, in accordance with these official rules. Each First Prize winner will receive one (1) luxury custom bar cart with the following items: Bar cart, glassware, cocktail shaker, citrus tools, Mortar & Pestle, ice bucket with tongs, muddler, jigger, strainer, bar spoon, microplane, citrus zester, citrus juicer, blender, pitcher, salt, rimmer and kitchen garden herbs. Approximate Retail Value "A.R.V." two thousand two hundred and forty seven dollars and fourteen cents (\$2,247.14).

The total ARV of all available prizes in this Sweepstakes is eighty two thousand nine hundred seventy seven dollars and twelve cents (\$82,977.12). Any difference between the stated ARV and actual value of prize will not be awarded in any form. Prize is non-transferable, and no prize substitutions or cash redemptions are allowed except by Sponsor in its sole discretion, or as otherwise provided herein. 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. **All income taxes on prize is the winner's sole responsibility. WINNER WILL BE ISSUED AN IRS FORM 1099 FOR THE VALUE OF THE PRIZE.** Prize will be awarded provided it is claimed properly in accordance with these Official Rules.

8. Verification/Prize Claim: Prize Winners must provide positive identification specified by Sponsor to claim or participate in a prize. Each Prize Winner will be required to sign and return an Affidavit of Eligibility, Liability Release, where permitted by law, a Publicity Release and may be required to pass, at the sole discretion of Sponsor, a federal background check, without additional compensation, within seven (7) 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. Sponsor's decisions will be final, binding and non-appealable in all matters relating to this Sweepstakes.

9. Limitations on Liability: By entering, each entrant agrees to abide by the terms of these Official Rules and by the decisions of the Sponsor, and agrees to indemnify, release, defend and hold harmless the Sponsor, its parent company, subsidiaries, affiliates and agencies, and the officers, directors and employees of each of the foregoing (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 Prize Winner agrees that any liability concerning or arising out of his/her prize rests solely with the common carrier on which the winner traveled, the hotel that provided lodging, or the manufacturer of the goods, (as applicable) and/or the respective affiliates of each of the foregoing. Furthermore, each Prize Winner, by accepting a prize, acknowledges that Sponsor has neither 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, its quality, mechanical condition or fitness for a particular purpose.

10. Consent to Publicity: By accepting a prize, each Prize Winner and his/her guests further consent to Sponsor's use of their names, voices, statements and/or likenesses 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 Illinois; (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 Illinois, 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 Illinois.

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.SauzaTequila.com.

13. Winners List: For a list of winners of major prizes, send a self-addressed stamped business-size envelope after September 6, 2017 and no later than October 6, 2017 to: Summer of Sauza® Tequila Sweepstakes, Jim Beam Brands Co., 222 W Merchandise Mart Plaza, Chicago, IL 60654.

14. Sponsor: Jim Beam Brands Co., 222 W Merchandise Mart Plaza, Chicago, IL 60654

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Please see the Sauza® Tequila **Legal Notice** and **Privacy Policy** for more information.

DRINK RESPONSIBLY.

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