

Bud Light 'Brusted' Bracket Challenge

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. HOW TO ENTER

- a. These rules govern the "Bud Light 'Brusted' Bracket Challenge" promotion (the "Promotion") being conducted by ESPN Madison, 15 N. Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Tuesday, March 20, 2018 at 12:00 PM CST and ending on Thursday, March 22, 2018 at 6 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - i. To participate in the Promotion, you may log onto www.Twitter.com ("Page") and if you do not already "Follow" the account, then you must "Follow" ESPN Madison on Twitter (www.Twitter.com/ESPNMadison) in order to access the Promotion and then post a tweet including the following items: the four (4) teams you predict will be playing on March 31, 2018 in the national semifinals of the college basketball championship, the one (1) team you predict will be the winner of the college basketball championship, the final score of the college basketball championship game being played on April 2, 2018 and the hashtag '#BrustedBracket.' You must have a valid Twitter account in order to enter and your Tweet Privacy must be set to un-protected. If you do not already have one, you can create a Twitter account at no cost by visiting <http://www.twitter.com>. Limit (1) entry per eligible person during the Entry Period regardless if entrant has more than one email address or Twitter account. Multiple participants are not permitted to share the same email address or Twitter account. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by GKB. Internet entrants are subject to all notices posted online including but not limited to GKB's Privacy Policy. Use of Twitter as a means of entry will be subject to Twitter's privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to GKB and not Twitter. Further, entrant specifically agrees to release Twitter from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter. GKB is not responsible for entries not received due to difficulty

accessing the internet, service outage or delays, computer difficulties or other technological problems.

- c. Limit one entry per person. Entries are only accepted via Twitter submissions. All entries must be submitted by 6 PM CST on Thursday, March 22, 2018 to be considered for the promotion.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age and older and who reside in the Greater Madison Metropolitan Area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every thirty (30) days and only once every six (6) months if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
- c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize. Must be 21 years of age or older to claim a prize.
- d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. One (1) prize will be awarded in this Promotion. The prize consists of the following:

10 cases of Bud Light. The Approximate Retail Value ("ARV") of each case is \$19.00 USD. The Approximate Retail Value ("ARV") of the prize (10 cases) is \$190.00 USD. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. GKB accepts no responsibility for repairing any real or supposed damage to any prize.
- b. All prizes or prize certificates may be picked up at the office of GKB at the address below. The winner will forfeit any prize or prize certificate not

claimed within ten (10) days of winning. GKB is not responsible for the safe arrival of a prize or prize certificate.

- b. There is no substitution, transfer or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. One (1) winner will be selected on Tuesday, April 3, 2018 by 11 AM CST based on who had the most correct team predictions for the national semifinals and the winner of the college basketball championship. If there is a tie between entries for number of correct team predictions, the winner will be determined by who had the closest final score prediction, without going over, for the college basketball championship game being played on April 2, 2018. In the event there is still a tie, a winner will be randomly selected from the tied entries.
- c. The final winner will be determined by Tuesday, April 3, 2018.
- d. Odds of winning the Prize depends upon the number of entries received and how many correct team predictions the winning entry had compared to other eligible entries.
- e. Winner does not need to be present to win or listen to 100.5 ESPN.
- f. Winner will be announced on Tuesday, April 3, 2018 via Twitter with their winning prediction re-tweeted by @ESPNNadison and @ScalzoAndBrust. Winner will also be announced on 'Scalzo and Brust' on 100.5 ESPN between 11 AM-12 PM CST on Tuesday, April 3, 2018. The winner will be contacted via direct message or a reply from the ESPN Madison account on Twitter. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited and the runner-up winner will be selected based on number of correct team predictions. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize(s) or prize certificate(s), GKB, in its sole discretion, may require Promotion winner(s) (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless GKB, its subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).
- e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, GKB reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.

- f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.
- g. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Thursday, March 22, 2018 to “Bud Light ‘Brusted’ Bracket Challenge – Official Rules,” Attn: Promotions, GKB 15 N. Pinckney St, Suite 100, Madison, WI 53703. For the names of the prize winners send a self-addressed stamped envelope for receipt by Monday, May 21, 2018 to the above address marked “Bud Light ‘Brusted’ Bracket Challenge – Winner List.” The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB and may be posted online at ESPNWisconsinContests.com.

6. PRIVACY

- a. By use of GKB’s website or by entering the Promotion through GKB’s website, you agree to the website’s Terms of Use Agreement located at <http://goodkarmabrands.com/terms-of-use/> and to the use of your personal information as described in the Privacy Policy located at <http://goodkarmabrands.com/privacy-policy/>.

Administrator: GKB (ESPN Madison) 15 N. Pinckney St, Suite 100, Madison, WI 53703

Sponsor: Wisconsin Distributors, 900 Progress Way, Sun Prairie, WI 53590