NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The “Bud Light Rally for Happy Hour Sweepstakes and Instant Win” (the “Promotion”) is open only to residents of the United States, and United States employees of Anheuser-Busch InBev and its subsidiaries, who are at least twenty-one (21) years old at the time of entry. Employees of, wholesale distributors, retail licensees, and promotional and other vendor agencies of Anheuser-Busch LLC, and employees of HelloWorld, Inc., and its parent, affiliate companies, and suppliers, as well as immediate relatives (spouse, child, sibling, parent) and those residing in the households of all such principals and employees, are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the “Sweepstakes”) and an instant win game (the “Instant Win Game”).


3. Timing: Promotion begins at 12:00:00 a.m. Eastern Time (“ET”) on June 21, 2016 and ends at 11:59:59 p.m. ET on August 12, 2016 (“Promotion Period”). The Promotion Period is divided into eight (8) entry periods (each and “Entry Period”) as defined in the chart below. Administrator’s computer is the official time-keeping device for this Promotion.

<table>
<thead>
<tr>
<th>Entry Period</th>
<th>Start Date/Time</th>
<th>End Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>06/21/16; 12:00:00 a.m. ET</td>
<td>06/29/16; 11:59:59 p.m. ET</td>
</tr>
<tr>
<td>2</td>
<td>06/30/16; 12:00:00 a.m. ET</td>
<td>07/06/16; 11:59:59 p.m. ET</td>
</tr>
<tr>
<td>3</td>
<td>07/07/16; 12:00:00 a.m. ET</td>
<td>07/13/16; 11:59:59 p.m. ET</td>
</tr>
<tr>
<td>4</td>
<td>07/14/16; 12:00:00 a.m. ET</td>
<td>07/20/16; 11:59:59 p.m. ET</td>
</tr>
<tr>
<td>5</td>
<td>07/21/16; 12:00:00 a.m. ET</td>
<td>07/27/16; 11:59:59 p.m. ET</td>
</tr>
<tr>
<td>6</td>
<td>07/28/16; 12:00:00 a.m. ET</td>
<td>08/03/16; 11:59:59 p.m. ET</td>
</tr>
<tr>
<td>7</td>
<td>08/04/16; 12:00:00 a.m. ET</td>
<td>08/10/16; 11:59:59 p.m. ET</td>
</tr>
<tr>
<td>8</td>
<td>08/11/16; 12:00:00 a.m. ET</td>
<td>08/12/16; 11:59:59 p.m. ET</td>
</tr>
</tbody>
</table>

4. How to Enter: During the Promotion Period, visit www.budlighthappyhour.com and complete and submit the registration form. Employees of Anheuser-Busch InBev and its subsidiaries must use their email address to enter. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter/play one (1) time per Entry Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or
misdirected registrations, which will be disqualified. In the event of a dispute as to any
registration or play, the authorized account holder of the email address used to register will be
deemed to be the entrant or player. The “authorized account holder” is the natural person
assigned an email address by an Internet access provider, online service provider or other
organization responsible for assigning email addresses for the domain associated with the
submitted address. Potential winners may be required to show proof of being the authorized
account holder.

**Bonus Entries** After you play the Instant-Win game, you will have the opportunity to tweet or
post a pre-populated message about the Promotion on Twitter and include the hashtags
#RallyForHappyHour and #Sweepstakes. If you tweet or post the pre-populated message and
include the hashtags #RallyForHappyHour and #Sweepstakes, you will receive one (1) bonus
Sweepstakes entry. Limit: One (1) bonus Sweepstakes entry per person per Entry Period.

5. **Sweepstakes/Instant Win Game**: Administrator is an independent judging organization whose
decisions as to the administration and operation of the Promotion and the selection of potential
winners are final and binding in all matters related to the Promotion. **Sweepstakes**: Administrator
will randomly select one (1) potential Sweepstakes winner from all eligible entries from United
States employees of Anheuser-Busch InBev and its subsidiaries, and one (1) potential
Sweepstakes winner from residents of the United States, on or around August 15, 2016. **Instant
Win Game**: Four hundred sixteen (416) random, computer-generated winning times, one for each
prize listed below, will be generated during the Promotion Period. If you are the first player to play
the Instant Win Game at or after one of the randomly-generated times, you
will be a potential
instant winner of the prize indicated.

6. **ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR
ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS
RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF
THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND
UNTIL ENTRANT’S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER
AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN
NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN
SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY
PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A
DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. **Verification of Potential Winners**: Receiving a prize is contingent upon compliance with
these Official Rules. The potential Sweepstakes winners will be notified by email. Each potential
Grand Prize winner will be required to sign and return an Affidavit of Compliance, Liability and
Publicity Release which must be received by Administrator, within **forty-eight (48)** hours of the
time notice or attempted notice is sent, in order to claim the prize. If a potential winner of any
prize cannot be contacted, or fails to sign and return the Affidavit of Compliance, Liability and
Publicity Release or provide any other requested information within the required time period (if
applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event
that a potential winner of the Grand Prize is disqualified for any reason, Sponsor will award the
Grand Prize to an alternate winner by random drawing from among all remaining eligible entries
(time permitting). There will be up to three (3) alternate drawings, time permitting, after which the
prize will remain unawarded. Unclaimed Instant Win Game prizes will not be awarded. Instant
Win Game Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.
8. Prizes:

**Sweepstakes Prize:** GRAND PRIZE (2) One (1) awarded to United States Employees of Anheuser-Busch InBev and its subsidiaries and one (1) awarded to residents of the United States: A trip for two (2) to New York, NY for the Bud Light Convention on August 27, 2016. Trip package includes roundtrip coach-class air transportation from an airport near winner's home (determined by Sponsor in its sole discretion) to New York, NY; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) tickets to the Bud Light Party Convention – New York City on August 27, 2016 (seating determined by Sponsor in its sole discretion); and one (1) $100.00 pre-paid debit card (subject to the terms and conditions as stated by issuer). Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner's guest must be twenty-one (21) years of age or older as of the end date of the Promotion and must travel on the same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if The Bud Light Party Convention – New York City is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value (“ARV”) is up to $3,400.00. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

**Instant Win Game Prizes:** First Prize (58): A Bud Light Black Trucker Hat. ARV: $6.25. Second Prize (100): A Bud Light Next Level Grey T-shirt. ARV: $5.75. Third Prize (58): A Bud Light Blue Trucker Hat. ARV: $4.79. Fourth Prize (200): A Bud Light Blue White T-shirt. ARV: $3.50. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES is up to $8,715.32. Any difference between stated value and actual value will not be awarded.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's
consent to Sponsor’s and its agents’ use of winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Dispute Resolution: You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions will be resolved in accordance with the provisions set forth in this Dispute Resolution section. PLEASE READ THIS SECTION CAREFULLY. IT AFFECTS YOUR RIGHTS AND WILL HAVE A SUBSTANTIAL IMPACT ON HOW CLAIMS YOU AND WE HAVE AGAINST EACH OTHER ARE RESOLVED.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules or the Administrator's Mobile Terms and Conditions. You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). THIS ARBITRATION PROVISION LIMITS THE ABILITY OF YOU, ADMINISTRATOR, AND SPONSOR TO LITIGATE CLAIMS IN COURT AND YOU, ADMINISTRATOR, AND SPONSOR EACH AGREE TO WAIVE YOUR RESPECTIVE RIGHTS TO A JURY TRIAL OR A STATE OR FEDERAL JUDGE. YOU
AGREE THAT YOU WILL NOT FILE ANY LAWSUIT AGAINST ADMINISTRATOR OR SPONSOR IN ANY STATE OR FEDERAL COURT. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

YOU AGREE THAT YOU WILL NOT FILE A CLASS ACTION OR COLLECTIVE ACTION AGAINST ADMINISTRATOR OR SPONSOR, AND THAT YOU WILL NOT PARTICIPATE IN A CLASS ACTION OR COLLECTIVE ACTION AGAINST THEM. YOU AGREE THAT YOU WILL NOT JOIN YOUR CLAIMS TO THOSE OF ANY OTHER PERSON. Notwithstanding any other provision in the Official Rules, or the Administrator's Mobile Terms and Conditions, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.


15. Winner List: For a winner list, visit http://bit.ly/1TQs0F9 by October 16, 2016. The winner list will be posted after winner confirmation is complete.

© 2016 HelloWorld, Inc. All Rights Reserved.

Bud Light® is a registered trademark of Anheuser-Busch, LLC