

OFFICIAL RULES
RADEBERGER "GOLD STANDARD" SWEEPSTAKES
NO PURCHASE NECESSARY TO ENTER OR WIN. MUST BE 21 YEARS OF AGE OR OLDER TO ENTER

ELIGIBILITY: The Radeberger "Gold Standard" Sweepstakes (the "Sweepstakes") begins at approximately 12:01 AM Eastern Time ("ET") on 07/01/18 and ends at 11:59:59 PM ET on 09/30/18 (the "Sweepstakes Period"). Must be a US resident 21 years of age or older at the time of entry. NJ residents are not eligible to participate in the Instant Win promotion. Employees of Radeberger Gruppe USA ("Sponsor"), Sponsor's advertising/promotional agencies, and alcohol beverage licensees (plus immediate family members of all such employees) are not eligible to participate. The term "immediate family members" includes spouses, children, and siblings.

HOW TO ENTER: During the Sweepstakes Period, access the Sweepstakes entry form at www.radeberger.com/goldstandard. Follow the instructions to enter and provide your name, address, city, state, zip code, date of birth (month, day, and year), phone number, and email address. Submit your entry. No purchase is necessary to enter or win, but an internet connection is required. All entries must be received by the close of the Sweepstakes Period. In case of an identity dispute, the registered owner of the email address used to enter the Sweepstakes will be deemed the entrant. The use of script, macro, or automated devices (or any other devices intended to automate any aspect of participation) is prohibited. If Sponsor determines that an entrant has used an automated or other improper device to participate or is in violation of these Official Rules, all entries from that entrant or email address will be disqualified. **Bonus Entries:** After you enter the Sweepstakes, you will be invited (but not obligated) to obtain up to four (4) Bonus Entries for additional chances to win. You may obtain a Bonus Entry by any one or more of the following ways: (1) by sharing a unique Sweepstakes URL link provided to you after you enter the Sweepstakes and the person receiving the shared link enters the Sweepstakes. If the person receiving the shared link enters the Sweepstakes by any other manner other than by your provided link, a Bonus Entry will not be provided. (2) by visiting the Radeberger Pilsner profile page on Instagram, (3) by following the Radeberger Pilsner profile page on Twitter, and (4) by visiting the Radeberger Pilsner profile page on Facebook. There is a limit of one entry and up to four (4) Bonus Entries per person or per email address or per street address. Entries in excess of the limit will be disqualified.

NOTIFICATION AND PRIZES: There will be a total of fifty (50) Grand Prizes and 100 Instant Win Prizes awarded in the Sweepstakes (each may also referred to herein as a "Prize"). Grand Prize Winners will be randomly selected, subject to confirmation of eligibility, from among all eligible entries received by the close of the Sweepstakes Period. One hundred Instant Win Prize winners will be randomly selected, subject to confirmation of eligibility, throughout the Sweepstakes Period. All winners will be notified by phone or email. **Grand Prize:** Each Grand Prize Winner will receive one (1) Special Edition Radeberger 24K Gold Plated Fine Silver Coin. The Approximate Retail Value ("ARV") of each Grand Prize is \$80.00. The ARV of all Grand Prizes to be awarded is \$4,000.00. The odds of winning a Grand Prize will depend on the total number of eligible entries received during the Sweepstakes Period. Any and all other costs and expenses not specifically stated herein including, but not limited to, federal, state, and local income taxes, and personal expenses, are the sole responsibility of the Grand Prize Winner to pay. Grand Prize will be shipped to Winner. **Instant Win Prizes:** NJ residents are not eligible to participate in the Instant Win promotion. Throughout the Sweepstakes Period, entrants will be also eligible to win one (1) of 100 Instant Win Prizes which will be randomly assigned to a specific day and time during the Sweepstakes Period. Each eligible entrant who first enters immediately after the randomly assigned specific day and time will be an "Instant Win Prize Winner" and will win one (1) StubHub Digital Promotional Code to be delivered via email and valid for up to \$50.00 (total purchase and any applicable convenience fee value) for events advertised on <https://www.stubhub.com/>. Only valid for the purchase of tickets made at <https://www.stubhub.com/> and cannot be redeemed directly at any event. If lost or stolen, Prize cannot be replaced, and there will be no refunds. No reproductions will be accepted. Not valid with any other offer. If the cost of event ticket(s) (with any applicable convenience fee) is more than maximum value of the Instant Win Prize, then the Winner must pay the difference. Any remaining balance after initial use of the Instant Win Prize can be applied to subsequent purchase(s) up to the amount of the remaining balance. No refunds will be provided. The ARV of each Instant Win Prize is \$50.00. The ARV of all Instant Win Prizes is \$5,000.00. The odds of winning an Instant Win Prize depends on the date and time of participation. Any and all other costs and expenses not specifically stated herein including, but not limited to, all federal, state, and local income taxes and personal expenses, are the sole responsibility of the Instant Win Prize Winner to pay. Only 100 Instant Win Prizes will be awarded. If, for any reason, including technical, mobile carrier, computer, seeding, human or other errors, the number of winning messages issued exceeds the number of

Instant Win Prizes listed in these Official Rules, Sponsor reserves the right to conduct a random drawing from among all eligible, non-suspect individuals who received a winning message to award the listed number of Instant Win Prizes. Unclaimed Instant Win Prizes will not be awarded. The total ARV or all Prizes to be awarded is \$9,000.00.

PRIZE CONDITIONS. There is a limit of one (1) Grand Prize and one (1) Instant Win Prize per person. No alcohol is being provided as part of any Prize. Prizes are non-transferable, cannot be sold or auctioned, and have no cash surrender value. No refund or compensation will be paid if a Prize or any component thereof is not used or is otherwise declined. If Sponsor does not receive personal confirmation from any Grand Prize Winner of being selected as a Grand Prize Winner within 72 hours from Sponsor's notification, or if a Grand Prize Winner (i) fails to complete or return any requested documents by the date specified by the Sponsor, (ii) is found to be ineligible, or (iii) fails to comply with these Official Rules, the Grand Prize Winner will be disqualified and Sponsor will select a replacement Grand Prize Winner. The acceptance or use of a Prize constitutes permission for Sponsor to use the Winner's name and address (city and state) for promotional purposes on a worldwide basis, and in all forms of media, in perpetuity, without notice or further compensation. Sponsor reserves the right, at its sole discretion, to substitute a Prize with one of equal or greater value or with a company check in the amount of the ARV of the Prize. In the event there is a difference between the actual value of a Prize and the stated ARV of the Prize, there will be no refund or reimbursement provided. Winners must provide their social security number and will be issued an IRS Form 1099 for Prizes valued in excess of \$600.00. All Winners are liable for the payment of applicable federal and state taxes on the Prize received. Prizes must be accepted as awarded. A purchase will not increase chances of winning.

LIMITATIONS OF LIABILITY: Sponsor is not responsible for lost, late, delayed, inaccurate, incomplete, or misdirected entries, or for electronic, network or computer failures or malfunctions, lost or unavailable network connections, or for other hardware, software or technical errors of any kind including any injury or damage to any person's computer related to or resulting from participating in the Sweepstakes, or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, or with respect to any Sweepstakes-related materials. By participating, entrants agree, for themselves and for their heirs, executors and administrator(s), to release, defend, and hold harmless Sponsor, Twitter, Inc., Facebook Inc., StubHub Inc., and their respective officers, directors, agents, representatives, employees, parent companies, affiliates, and subsidiaries from any and all actions, claims, liability, damage, injury including death, loss or damage arising in any manner, directly or indirectly, from participation in the Sweepstakes and/or acceptance, use or misuse of the Prize (including any travel or any activities related thereto). All Winners are responsible for proper behavior at all times and no refund or compensation will be provided if a Winner is asked to leave an event as a result of unruly behavior. All entries become the property of the Sponsor. Sweepstakes is subject to all applicable federal, state and local laws. Entrants agree to be bound by these Official Rules and the decisions of the Sponsor whose decisions are final. Entrants waive any right to claim ambiguity with regard to the mechanics of the Sweepstakes or the interpretation of the Official Rules. Headings are provided for convenience only. Anyone attempting to defraud or tamper with this Sweepstakes will be declared ineligible and may be prosecuted. Sponsor is not responsible or liable for any loss, damage, inconvenience, or loss of time arising out of any acts, omissions, or negligence, of any person, including, without limitation, transportation carriers and any person/entity providing any service or accommodation in conjunction with a Prize, or for delays or cancellations including, but not limited to, those resulting from mechanical breakdown, closings, strikes, government action, inclement weather, or Acts of God. Use of the Prize is also subject to the rules of the event venue. If an event is cancelled or postponed for any reason, the Winner will abide by the policies in effect by the event organizer. StubHub Inc., and its parents, affiliates, and subsidiaries are not a sponsor or co-sponsor or responsible for the Sweepstakes or for the administration or execution of the Sweepstakes. The redemption of the Prize is subject to StubHub Inc.'s User Agreement and Terms and Policies which can be found at <http://www.stubhub.com/user-agreement/> and <http://www.stubhub.com/gift-cards/>. Unclaimed Prizes or Prizes returned as undeliverable will not be awarded. Sponsor is not responsible for incorrect information caused by printing, technical or human errors, which may occur during the Sweepstakes. Sponsor assumes no responsibility for errors, omissions, interruptions, deletions, defects, delays, or the theft, loss, or destruction of entries. If, for any reason, the Sweepstakes is not capable of being conducted as planned because of tampering, intervention, fraud, technical failures, or any other reason (each an "Intervening Cause"), which affects the security, fairness, or proper execution of the Sweepstakes, Sponsor reserves the right to modify or cancel the Sweepstakes or award the Prizes through a drawing from all eligible entries received which, in Sponsor's opinion, were not affected by the

Intervening Cause. Any disputes regarding this Sweepstakes shall be governed by Connecticut law and resolved in courts located in Fairfield County, Connecticut. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred in entering the Sweepstakes but in no event attorney fees. Entrants waive any claim for punitive, incidental or consequential damages. With regard to any Prize being awarded, Sponsor makes no express or implied warranty of merchantability or fitness for a particular purpose

WINNERS LIST: For a Winners list, mail a self-addressed stamped envelope postmarked by 09/30/18 to: Radeberger "Gold Standard" Sweepstakes Winners List, Radeberger Gruppe USA, 194 Main St., Norwalk, CT 06851.

SPONSOR: The sole Sponsor of the Sweepstakes is Radeberger Gruppe USA, Norwalk, CT. Twitter, Inc., Facebook Inc., StubHub, Inc., and any person/entity providing any service or accommodation in conjunction with the Prize do not endorse Sponsor's products and are not affiliated with the Sweepstakes. The StubHub name is the property of StubHub, Inc. Trademarks used are the property of their respective owners. Void where prohibited.