

Evan Williams Ultimate Tailgate Challenge

CONTEST INTENDED ONLY FOR LEGAL RESIDENTS OF THE UNITED STATES, WHO ARE 21 YEARS OF AGE OR OLDER AT TIME OF ENTRY. YOU HAVE NOT YET WON. NO PURCHASE/PAYMENT NECESSARY TO ENTER OR WIN.

PURCHASE WILL NOT INCREASE CHANCE OF WINNING. VOID IN PUERTO RICO, U.S. TERRITORIES AND WHERE PROHIBITED.

ELIGIBILITY: The Evan Williams Ultimate Tailgate Challenge (Contest) begins on or about September 3, 2013 at 12:00p.m. Eastern Time (ET) and ends on October 14, 2013 at 11:59:59a.m. ET (Promotion Period). Sponsor's time clock will be the official Contest clock. Open to legal residents of the U.S. (except Puerto Rico and U.S. Territories), who are 21 years of age or older at time of entry. Employees of Heaven Hill Distilleries, Inc. (Sponsor), XenoPsi Media, LLC, GameSafe, Inc. and their parent companies, retailers, wholesalers, distributors, affiliates, subsidiaries, advertising and promotional agencies, and each of their respective officers, directors, employees and agents (Sponsor and its agents) and members of their immediate family are not eligible. Void in Puerto Rico, U.S. Territories and where prohibited. Contest is intended for participation in the United States only, and shall be construed and evaluated only according to applicable U.S. federal, state and local laws and regulations.

2 WAYS TO ENTER: You may enter once per day during the Promotion Period, regardless of the entry method used. *Each entry must be submitted as required and separately with a different message (maximum 140 characters/spaces) stating why winning the Evan Williams Ultimate Tailgate Challenge prize would make your tailgate party the best in the lot (entry). An entry must be submitted as specified in these Official Rules to be considered eligible for judging.* **1)** Enter online at www.EvanWilliams.com/UltimateTailgate (Web Site), complete the entry form and message, agree to opt-in to Evan Williams promotional emails, then click Submit; **2)** Enter at www.facebook.com/EvanWilliamsBourbon (Page) if you are a registered Facebook account holder (or agree to create a Facebook account), 'Like' the Page, click the Contest tab on the Page, complete the entry form and message, then click Submit.

To participate, entries must be received by 11:59:59a.m. ET October 14, 2013, **however, to be considered for all six Judging Periods** (listed in the WINNER SELECTION/JUDGING CRITERIA/TIES section below), **you must enter online by 11:59:59a.m. ET September 9, 2013.** *Non-winning entries from each Judging Period continue to remain eligible for subsequent Judging Periods (if any).*

Limit: one entry per person per day, one name per entry and one prize per person. Each entry (and its content) is provided to Sponsor (not Facebook). Entry not valid until received by Sponsor. As entries are submitted, they will be reviewed by XenoPsi, the independent judging firm, to determine whether they meet all entry requirements. Any entry that, in the opinion of the judges or Sponsor, was fraudulently created, infringes upon the rights of others or is incomplete, inappropriate, defamatory, obscene or offensive will be disqualified. Entry may not have been previously entered in or won a contest, may not have been previously published and must be an original work of the entrant. The entrant must own all rights to the entry, including copyright, trademark and publicity rights. If any person is named in an entry, only his/her first name may be included. Sponsor reserves the right to post entry/entries you submit on the Page or Web Site. Entrants who post or share an entry on Facebook or elsewhere do so at his/her discretion, are obligated to avoid sharing alcohol-related materials with persons under the age of 21 and will not be compensated by Evan Williams for doing so. Any entry obtained or submitted outside authorized, legitimate channels, or not in compliance with these Official Rules, will be void. Should a dispute arise as to the identity of an entrant, the person named as the authorized account holder of the email address provided at the time of entry will be deemed the entrant. Should multiple names be listed on the email account, the first name listed will be considered the primary account holder and, therefore, the entrant. All entries become the property of Sponsor. Entries may be acknowledged but will not be returned. By participating, entrants agree to be bound by

the Official Rules and the decisions of the independent judging firm, which are final and binding in all matters relating to this Contest.

Sponsor is not responsible for malfunctions of electronic equipment, computer/mobile device hardware or software, or lost, late, incomplete, illegible, damaged, garbled or misdirected entries.

Sponsor is not responsible for problems downloading entries, virus or damage caused to participant's computer/mobile device or other technical problems related to online entries.

Sponsor is not responsible for printing or typographical errors in any contest materials.

Subsequent entries from the same person/email address on the same day will be void. Any attempt by an entrant to enter more than once per day, whether with multiple email accounts or otherwise, may result in disqualification of the entrant at the discretion of the Sponsor. In the event that the Contest's integrity is compromised by computer virus, tampering, unauthorized intervention, fraud or any other technical failure, 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 Contest by posting notice at www.EvanWilliams.com/UltimateTailgate and www.facebook.com/EvanWilliamsBourbon, then selecting potential winners from eligible entries received prior to the modification/termination of Contest. If Contest is cancelled, terminated, modified or suspended prior to October 7, 2013, Sponsor will make every effort to re-start and continue Contest from that date through October 14, 2013.

PRIZES: GRAND PRIZE (30 Total: 5 per Judging Period): Evan Williams tailgating gear, consisting of an Igloo[®] cooler that includes Evan Williams logoed merchandise (all items selected by Sponsor). Approximate Retail Value (ARV) of each tailgating party pack prize: \$200. Total ARV of all prizes: \$6,000. Potential winners will be required to sign and return an Affidavit of Eligibility and Liability Release and (where permitted) Publicity Release. Required document must be received by Sponsor within four (4) days of the date on the notification or prize will be forfeited and an alternate winner may be selected. All prizes will be awarded provided a sufficient number of eligible entries are received, but in no event will more prizes be awarded than are listed in these Official Rules. Taxes on prize, if any, and any other costs, fees or expenses not specifically listed herein as included are the responsibility of the winners. Prize includes no warranty or guarantee, either express or implied. Prize details are based on availability and subject to change, in which case a prize of equal value may be substituted at Sponsor's sole discretion. Prizes are non-transferable, with no cash redemption or substitution except at Sponsor's sole discretion. By accepting a prize, winners consent to the use of name, entry (in whole or in part as edited by Sponsor), likeness, photographs, statement(s), biographical or other personally identifiable information by Sponsor and its agents for purposes of advertising, promotion and publicity without notice or compensation.

Any difference between estimated and actual value of prize will not be awarded.

WINNER SELECTION/JUDGING CRITERIA/TIES: Each non-winning entry meeting all of the entry requirements will be judged in each Judging Period for which it is eligible based on date of receipt (see Judging Periods listed below). Judging to select winners will be based on the following **criteria**: a) relevance of statement (i.e., shows how prize would improve entrant's tailgating experience) [50%], b) enthusiasm of statement (i.e., shows entrant's desire to win) [30%] and c) clarity of statement (i.e., shows entrant's reasoning for improvement) [20%].

Ties, if any, will be broken by re-judging only the tied entries until the tie is broken. Sponsor reserves the right to award fewer prizes than indicated if prizes are unclaimed or if there are insufficient qualifying entries.

Judging to determine winners will occur as follows, for each Judging Period:

1st Judging Period:

September 3–September 13, 2013 (entries received September 3–9, 2013).

2nd Judging Period:

September 3–September 20, 2013 (entries received September 3–16, 2013)

3rd Judging Period:

September 3–September 27, 2013 (entries received September 3–23, 2013)

4th Judging Period:

September 3–October 4, 2013 (entries received September 3–30, 2013)

5th Judging Period:

September 3–October 11, 2013 (entries received September 3–October 7, 2013)

6th Judging Period:

September 3–October 18, 2013 (entries received September 3–October 14, 2013)

NOTIFICATIONS: Sponsor or its agent will attempt to contact potential winners by email (using the contact information provided at time of entry) within two (2) days after the end of the applicable Judging Period.

If a selected potential winner cannot be contacted, is declared ineligible, or if the prize notification is returned as undeliverable, an alternate winner may be selected. Prizes will be delivered within six (6) weeks of winner confirmation.

By submitting an entry, participants consent (where legal) to the use of their names, likenesses, photographs, biographical information, voice, statements and entry/entries by Sponsor in Contest advertising and promotional materials without notice or compensation. Potential winners subject to verification of eligibility and compliance with the Official Rules.

GENERAL: By entering, each entrant and winner assumes liability for any injury or damages caused or claimed to be caused by participation in the Contest and/or the acceptance, possession, use or misuse of any prize, and releases and holds harmless Facebook, Sponsor and its agents from and against any and all damages, including, without limitation, negligence, claims, actions and/or liability in connection therewith, including personal or bodily injury, death or disability, property damage or loss or damage of any other kind. Contest is not associated with, sponsored, endorsed or administered by Facebook. Entrants are providing information to Sponsor, not Facebook. Each entrant and winner agrees to be bound by these Official Rules and Sponsor's Privacy Policy available at www.heavenhill.com.

7. WINNERS' LIST: A winners' list is available by sending a self-addressed, stamped envelope to: Evan Williams Ultimate Tailgate Challenge Winners, P.O. Box 133, Trenton IL 62293. Requests must be received by November 1, 2013.

8. SPONSOR: Heaven Hill Distilleries, Inc., 1064 Loretto Road, Bardstown KY 40004.

9. ADMINISTRATOR: GameSafe, Inc., 3438 Heavenly Drive, Trenton IL 62293.