Evan Williams Bourbon Experience Sweepstakes

SWEEPSTAKES INTENDED ONLY FOR LEGAL RESIDENTS OF THE UNITED STATES WHO ARE 21 YEARS OF AGE OR OLDER AT TIME OF ENTRY.
NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.
PURCHASE WILL NOT INCREASE CHANCE OF WINNING.
VOID IN HAWAII, PUERTO RICO, U.S. TERRITORIES AND WHERE PROHIBITED.

ELIGIBILITY: The "Evan Williams Bourbon Experience" Sweepstakes (Sweepstakes) begins on or about August 1, 2013 at 12:00:01p.m. Eastern Time (ET) and ends on August 30, 2013 at 11:59:59a.m. ET (Promotion Period). Sponsor's time clock will be the official Sweepstakes clock. Open to legal residents of the U.S. (except Hawaii, 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 families are not eligible. Void in Hawaii, Puerto Rico, U.S. Territories and where prohibited. Sweepstakes 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.

TWO WAYS TO ENTER: Online with opt-in (permitting Sponsor to gather contact information and use it for future contact regarding products or promotions), visit www.EvanWilliams.com/WinTheExperience (Site), click the Sweepstakes banner during the Promotion Period, complete the entry form, including a valid email address for opt-in, then click Submit OR if you are a registered Facebook account holder (or agree to create a Facebook account), you may visit www.facebook.com/EvanWilliamsBourbon (the Page) during the Promotion Period, 'Like' the Page, click the Sweepstakes tab on the Page to connect to the Site, complete the entry form, including a valid email address for opt-in, then click Submit. Online entries must be received by August 30, 2013 at 11:59:59a.m. ET. By mail without opt-in, mail a postcard with your name, address, age, email address, phone number (with area code) and the words "Evan Williams Bourbon Experience" to: Evan Williams Bourbon Experience Sweepstakes, P. O. Box 133, Trenton IL 62293. *Phone and email information provided will be used only to contact potential winners.* Mailed entries must be postmarked by August 30, 2013 and received by September 7, 2013. **Limit:** one entry per person per day, regardless of the method of entry used, and one name per entry. Entry not valid until received by Sponsor. No electronically or mechanically reproduced entries permitted. 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. By participating, entrants agree to be bound by these Official Rules and the decisions of the judges, which are final and binding in all matters relating to this Sweepstakes. Incomplete or ineligible entries are void. Sponsor and its agents are not responsible for malfunctions of electronic equipment, computer hardware or software, or for lost, late, incomplete, illegible, damaged, garbled or misdirected entries, or for mailed entries that are lost, late, damaged, misdirected, postage-due, incomplete, inaccurate, illegible or ineligible. Proof of mailing is not proof of delivery. Sponsor and its agents are not responsible for problems downloading entries, virus or damage caused to participant's computer or other technical problems related to online entries or accessing the Site or the Page. Sponsor is not responsible for printing or typographical errors in any

Sweepstakes materials. Duplicate entries from the same person on the same day will be disqualified. Any attempt by an entrant to enter more than once per day, whether with multiple email accounts, by mail or otherwise, may result in entrant disqualification at the discretion of the Sponsor. In the event that the Sweepstakes' online integrity is compromised by computer virus, tampering, unauthorized intervention, fraud or any other technical failure, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process and to cancel, terminate, modify or suspend the Sweepstakes by posting notice at www.EvanWilliams.com/WinTheExperience and to select the winners by random drawing from eligible entries received prior to modification or termination of the online Sweepstakes.

RANDOM DRAWING & NOTIFICATION: An independent judging firm, whose decisions are final and binding on all matters relating to the Sweepstakes, will randomly select the potential winners on or about September 9, 2013 from all eligible entries received (subject to verification of eligibility and compliance with these Official Rules). Sponsor or its agent will attempt to notify potential winners, by email and phone, on or about September 10, 2013 using the contact information provided at time of entry. If the selected potential winner cannot be contacted, does not meet the eligibility requirements, fails to adhere to these Official Rules, fails to return the completed and executed Affidavit of Eligibility and Liability Release and (where permitted) Publicity Release as required, or if the prize notification is returned as undeliverable, an alternate winner will be selected by random drawing from all remaining eligible entries, time permitting.

PRIZES, ODDS & VERIFICATION: Grand Prize (1): A 2-night trip for two (2) (winner and guest) to Louisville, Kentucky to visit the Evan Williams Bourbon Experience. *Travel must occur between November 1, 2013 and January 31, 2014*. Prize includes round trip coach airfare (from major airport nearest winner's city of residence) to Louisville, KY; two (2) nights' accommodations at hotel selected by Sponsor (standard double-occupancy room subject to availability); round trip transfers between airport in Louisville and hotel; a private tour of the Evan Williams Bourbon Experience; dinner at the Evan Williams Bourbon Experience, based on availability (similar/comparable venue, determined by Sponsor, if not available); an Evan Williams Bourbon prize pack (logoed items selected by Sponsor); dinner for two (2) at a Sponsor-selected restaurant in Louisville (not to exceed $150). Approximate retail value (ARV) of Grand Prize trip: $2,000. Once booked, changes to travel will not be permitted. Sponsor is not responsible for flight changes or cancellations, weather conditions or accommodation requests beyond its control, or for inability of winner or guest to travel in accordance with these Official Rules.

Grand Prize winner will be required to complete, sign, have notarized and return an Affidavit of Eligibility and Liability Release and (where permitted) Publicity Release. Required documents must be received by Sponsor within four (4) days of the date on the notification or prize will be forfeited and an alternate winner will be selected, time permitting. Guest of Grand Prize winner must be 21 years of age or older and must complete, sign and return a Liability and (where permitted) Publicity Release within the same time period. Travel arrangements of Grand Prize winner and guest must be on the same itinerary and booked/ticketed through Sponsor or its agency as determined by Sponsor.

First Prize (10): Admission to the Evan Williams Bourbon Experience for up to four (4) people and an Evan Williams Bourbon prize pack (logoed items selected by Sponsor). ARV of First Prize: $150. ***Admission does not include transportation and is transferable.***

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 winner. Prizes include 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. No alcohol beverage will be awarded as a prize. Prizes consist only of items listed, are non-transferable, with no cash redemption or substitution except at Sponsor's sole discretion. Any difference between estimated and actual value of prize will not be awarded.
Total ARV of all prizes: $3,500. Limit: one prize per person.
Odds of winning depend on the number of eligible entries received during the Promotion Period. By accepting a prize, winners consent (where legal) to the use of their names, likenesses, photographs, biographical information, voice and statements by Sponsor and its agents in promotional materials in perpetuity in any media without notice or compensation.
GENERAL: By entering, each entrant and winners assume all liability for any injury or damages caused or claimed to be caused by participation in the Sweepstakes and/or the acceptance, possession, use or misuse of any prize and/or travel, and release and hold 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. Promotion is not associated with, sponsored, endorsed or administered by Facebook. Entrants are providing information to Sponsor, not Facebook. Each entrant and winner agree to be bound by these Official Rules.
WINNERS' LIST: To obtain a winners' list (available after September 30, 2013), send a stamped, self-addressed envelope to: Evan Williams Bourbon Experience Winners, P.O. Box 133, Trenton IL 62293. Requests must be postmarked by September 23, 2013 and received by September 27, 2013.
SPONSOR: Heaven Hill Distilleries, Inc., 1064 Loretto Road, Bardstown KY 40004.
ADMINISTRATOR: GameSafe, Inc., 3438 Heavenly Drive, Trenton IL 62293.

Abbreviated Rules
NO PURCHASE/PAYMENT OF ANY KIND NECESSARY TO ENTER/WIN. PURCHASE WILL NOT IMPROVE CHANCE OF WINNING. Subject to Official Rules available online at www.EvanWilliams.com/WinTheExperience. Sweepstakes begins 8/1/13 at 12:00:01 p.m. ET; ends 8/30/13 at 11:59:59 a.m. ET. Open to legal residents of the U.S. who are 21 or older. Void in Hawaii, Puerto Rico, U.S. Territories and where prohibited. Enter online with opt-in at www.EvanWilliams.com/WinTheExperience and www.facebook.com/EvanWilliamsBourbon or without opt-in by mailing postcard with name, address, age, phone number, email address & the words "Evan Williams Bourbon Experience" to: Evan Williams Bourbon Experience Sweepstakes, P. O. Box 133, Trenton IL 62293 (must be received by 9/7/13). Odds of winning depend on the number of eligible entries received. Grand Prize (1): 2-night trip for 2 to Louisville KY & Evan Williams Bourbon Experience (between 11/1/13 & 1/31/14). ARV: $2,000. 1st Prize (10): Admission for 4 to Evan Williams Bourbon Experience & Evan Williams Bourbon prize pack. ARV: $150. Total ARV: $3.500. Limit: 1 entry/day, 1 prize/person, 1 name/entry. Click unsubscribe to be removed from Sponsor's notification updates. Sponsored by Heaven Hill Distilleries, Inc., 1064 Loretto Road, Bardstown KY 40004.