

**Evan Williams Seriously Good Promotion (“Promotion”)
2017 OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. THIS PROMOTION IS INTENDED FOR THE UNITED STATES. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND NOT LOCATED IN THE UNITED STATES. VOID WHERE PROHIBITED. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS.

1. **ELIGIBILITY:** Open to legal residents of the 50 United States and D.C., who are 21 years of age or older. The following individuals are not eligible to enter or win a prize: employees, contractors, directors, and officers of Heaven Hill Brands (“Sponsor”), its parent, subsidiary and affiliated companies, and the web design, advertising, fulfillment, legal, judging, administrative, and promotion agencies involved in the administration, development, fulfillment, and execution of this Promotion (collectively, “Promotion Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and spouse or “step” of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Promotion). Employees, agents, and officers of alcohol beverage retailers and distributors and their family members are also not eligible to enter or win. Void where prohibited.
2. **PROMOTION PERIOD:** Promotion begins on February 10, 2017 at 12:00:00 p.m. Eastern Time (“ET”) and ends on March 14, 2017 at 11:59:59 a.m. ET (the “Promotion Period”). The website server is the official clock for this Promotion.
3. **TO PARTICIPATE AND ENTER:** During the Promotion Period, visit the “Insider” page on the Evan Williams website at EvanWilliams.com/SeriouslyGoodQuiz (the “Website”). Follow the on-screen directions to register for the Promotion (or log in to your Facebook account via Facebook Connect) and take the quiz by answering ten (10) questions about Evan Williams Distillery/Bourbon, based on information supplied to you while entering. For each question you answer correctly you will receive one (1) entry into the Promotion. Entrants who get all ten (10) questions correct will receive one (1) bonus entry into the Promotion. You may only participate in the challenge once, and the challenge must be completed in one (1) session. If a question isn’t answered correctly, you will have the opportunity to resubmit an answer for that question until it is correct.

Standard data rates may apply, and participants are solely responsible for any such charges. Wireless phone service may not be available in all areas.

Limit up to eleven (11) total entries per person/email address throughout the Promotion Period. Automated means of participation are prohibited and any use of automated devices will cause disqualification. Use of email addresses from disposable or temporary e-mail address services, or email forwarding services, is prohibited and any attempt to enter using such an email address will be blocked. Entrants may not enter with multiple email addresses, nor may entrants use any other device or artifice to enter multiple times above the stated limit. Any entrant who attempts to enter with multiple email addresses may be disqualified and required to forfeit any and all prizes, in Sponsor’s sole discretion. Proof of submission is not proof of receipt by Sponsor. In the event of a dispute as to who submitted an entry, the natural person associated with the email account used for entry will be considered the entrant, but only if that person is otherwise eligible to enter the Promotion.

By participating, entrants agree to abide by and be bound by these Official Rules and the Sponsor's decisions.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Sponsor and not to Facebook. Any questions, comments or complaints regarding this Promotion shall be directed to Sponsor and not to Facebook. Information submitted in connection with this Promotion is governed by Sponsor's Privacy Policy (available at <http://www.heavenhill.com/privacy-policy>).

- 4. DRAWINGS AND ODDS OF WINNING:** One (1) potential Grand Prize winner and forty (40) First Prize winners will be selected in a random drawing from among all eligible entries received during the Promotion Period. Odds of winning depend on the number of eligible entries received. Drawing will be conducted on or about March 16, 2017, from among all eligible entries received, by a Sponsor representative, whose decisions shall be final and binding on all matters relating to the Promotion.

5. PRIZES AND APPROXIMATE RETAIL VALUES ("ARVs"):

One (1) Grand Prize: A trip for the winner and one (1) verified guest to Louisville, Kentucky for the Evan Williams Experience. **ARV: \$3,300.**

Grand Prize trip includes: round-trip coach class air transportation for winner and one (1) guest from a major commercial airport near winner's residence to Louisville, Kentucky; ground transportation to and/or from the airport and the hotel; two (2) days/one (1) night's hotel accommodations (one standard room - double occupancy) in Louisville, Kentucky; a \$150 Visa® Prepaid card for winner; and two (2) Evan Williams Bourbon-branded prize packages, which may include a t-shirt, hat, visor, sunglasses, or four (4) shot glasses.

The Visa Prepaid card is subject to terms and conditions as set by the issuer. Visa and the Visa logo is a registered trademark of Visa U.S.A. Inc. Visa U.S.A. Inc. is not a Sponsor of or affiliated with this Promotion.

Forty (40) First Prizes: an Evan Williams Bourbon-branded Prize Package, which may include a t-shirt, hat, visor, sunglasses, or four (4) shot glasses. **ARV: \$40.00 each.**

TOTAL ARV OF ALL PRIZES IN THIS PROMOTION: \$4,900.

- 6. PRIZE RESTRICTIONS:** Prizes are non-transferable and no cash redemption or prize substitution permitted, except at the sole discretion of the Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right in its sole discretion to substitute a prize in whole or in part with one of equal or greater value. All costs and expenses associated with prize acceptance and use not specifically provided herein are the responsibility of the winners.

Grand Prize Restrictions: Actual value of Grand Prize may vary depending on winner's point of travel origin, airfare, and hotel fluctuations. Any difference between the stated ARV and actual value will not be awarded. Airport, airline, ground transportation, and/or hotel accommodations will be determined by the Sponsor. Travel dates and accommodations are subject to availability and restrictions. Travel must be completed by 12/31/2017. Winner must notify Sponsor of desired dates of travel no later than thirty (30) days prior to the desired date of departure. Sponsor does not guarantee travel dates, transportation, and accommodations will be available on the exact dates requested by Winner and will have final determination on

the exact dates available. No changes can be made to any trip element once it is booked/reserved. If, in the judgment of Sponsor, air travel is not required due to winner's proximity to Louisville, Kentucky, ground transportation will be substituted for roundtrip air travel at Sponsor's sole and absolute discretion. The difference in value will not be awarded to the Grand Prize winner. Winner may be required to provide a credit card at time of hotel check-in to cover hotel incidentals. Grand Prize winner and guest must provide their own transportation to and from the departure airport.

If Grand Prize winner does not designate an eligible guest by the designated date specified by Sponsor, the portion of the Grand Prize related to the guest will be forfeited. Once a guest is selected, he/she may not be substituted, except in Sponsor's sole and absolute discretion. Winner and guest must travel on same itinerary, comply with all security requirements for travel and are solely responsible for obtaining all necessary travel documents prior to departure date for travel (e.g., a valid U.S. driver's license). Winner and guest are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Guest must be 21 years of age or older. Winner and guest must each sign and return a release of liability/publicity before travel is booked. Sponsor has the right, at its sole discretion, to disqualify and remove the winner and/or guest from any activity at any time without compensation if the winner's and/or guests' behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor, and in such a case, winner will still be solely responsible for all taxes and other expenses relating to the Grand Prize.

Travel arrangements are subject to availability and must be round trip. Flight itinerary may include one or more stops and/or layovers. All airfare, luggage fees, hotel, meals, ground transportation, gratuities, excursions fees, alcoholic beverages and any other incidental costs or other expenses not specifically set forth herein are the sole responsibility of winner. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Airline tickets are subject to flight variations, work stoppages, and schedule or route changes. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omission whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Grand Prize-related services or accommodations. No refund or compensation will be made in the event of the cancellation or delay of any flight. Sponsor shall not be liable for any loss or damage to baggage. Additional prize details and travel information to be provided to the winner at the time of notification. Lost, stolen or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged.

- 7. WINNER NOTIFICATION AND PRIZE CLAIM:** Winners are subject to verification, including verification of age. The potential winners will be contacted via the e-mail address and/or telephone number submitted by entrant on his or her entry form and will be required to respond within three (3) days to verify his or her mailing address. If any winner does not respond to an e-mail/phone notification within three (3) days of first e-mail/phone notification attempt, prize may be forfeited and an alternate winner may be contacted. Upon Sponsor's receipt of the potential Grand Prize winner's e-mail address, the potential Grand Prize winner will be notified via e-mail and sent an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release and will be required to complete, sign, notarize and return documents within five (5) calendar days of attempted notification or the Grand Prize will be forfeited and may be awarded to an alternate winner (time permitting).

Taxes: Winners are solely responsible for any taxes on the prize, and Grand Prize winner will be issued an IRS Form 1099 reporting the value of the Grand Prize. The Grand Prize winner

will be required to complete a W-9 Tax Form and will be required to furnish his/her social security number for the sole purpose of preparation of any tax forms as required by law.

Prize Delivery: First Prizes will be shipped within 4-6 weeks of verification.

- 8. GENERAL CONDITIONS: INTERNET CAUTION:** ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION. If the Promotion is not capable of running as planned for any reason, including without limitation, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Promotion, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify, or terminate the Promotion. In the event of cancellation, Sponsor will award the prizes in a drawing from among all eligible, non-suspect entries received prior to cancellation. In the event that an entry is confirmed to have been erroneously deleted, lost or destroyed, entrant's sole remedy shall be another entry into the Promotion.
- 9. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by Sponsor, Facebook, Inc., or Promotion Parties (collectively, "Releasees") resulting from user's participation in, attempt to participate in, or download of any information in connection with participating in, the Promotion. No responsibility or liability is assumed by Releasees for technical problems or technical malfunction, including, without limitation, those arising in connection with any of the following occurrences that may affect the operation of the Promotion: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless, or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts, or providers; garbled, jumbled, or faulty data transmissions; failure of any email transmissions to be sent to or received; lost, late, delayed, or intercepted email transmissions; inaccessibility of the Website in whole or in part for any reason; traffic congestion on the Internet or Website; unauthorized human or non-human intervention in the operation of the Promotion, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Promotion. Sponsor is not responsible for any typographical errors in the announcement of the prize or these Official Rules, or any inaccurate or incorrect data contained on promotional materials or on the Website. Use of Website is at user's own risk. Releasees are not responsible for any personal injury or property damage or any other losses of any kind that may be sustained to user's or any other person's computer equipment/mobile phone resulting from participation in the Promotion, use of the Website or the download of any information from the Website, or any other loss related to user's participation in the Promotion or receipt of any prize. As a condition of entering, entrants agree to release Releasees from any and all liability, loss, or damage incurred with respect to entrant's participation in the Promotion and the awarding, receipt, possession, and/or use or misuse of any prize, including any traveling related thereto.
- 10. BINDING ARBITRATION:** Any controversy or claim arising out of or relating to the Promotion shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS ("JAMS Rules and Procedures") then prevailing, and judgment upon the

award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Kentucky law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS PROMOTION IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN THIS PROMOTION, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

- 11. PUBLICITY:** Except in Tennessee, and where prohibited by law, by accepting a prize, winners grant permission for Sponsor and those acting under its authority to use their name, and address (city and state), photograph, voice and/or likeness, for advertising and/or publicity purposes, in any and all media (including posting on Website) now known or hereinafter invented without territorial or time limitations and without further notice to and without additional compensation. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

12. GOVERNING LAW & JURISDICTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of State of Kentucky, without giving effect to any choice of law or conflict of law rules thereof. By entering, you consent to the jurisdiction and venue of the federal, state, and local courts located in Nelson County, KY for the resolution of all matters or proceedings which are not subject to arbitration as set forth in Section 11 of these Official Rules, and agree that any and all such disputes shall be resolved exclusively in those courts. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If any provision of these Official Rules is held to be invalid or unenforceable, such provision shall be struck, and the remaining provisions shall be enforced.

13. WINNERS LIST: Please email info@evanwilliams.com for the names of the winners before April 14, 2017.

14. SPONSOR: Heaven Hill Brands, 1064 Loretto Rd., Bardstown, KY 40004.