

**The World Series with Evan Williams Bourbon Sweepstakes (“Sweepstakes”)  
2016 OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.** THIS SWEEPSTAKES IS INTENDED FOR THE UNITED STATES. DO NOT ENTER IF YOU ARE NOT 21 YEARS OF AGE OR OLDER AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. VOID WHERE PROHIBITED. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS.

- 1. ELIGIBILITY:** Open to legal residents of the fifty (50) United States and the District of Columbia (D.C.), who are twenty-one (21) years of age or older at the time of entry. The following individuals are not eligible to enter or win the prize: employees, contractors, directors, and officers of Heaven Hill Brands (“Sponsor”), the MLB Entities, each of their respective parent, subsidiary, and affiliated companies, and the web design, advertising, fulfillment, legal, administrative, and sweepstakes agencies involved in the administration, development, fulfillment, and execution of this Sweepstakes (collectively, “Sweepstakes 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 Sweepstakes). The “MLB Entities” shall mean the Office of the Commissioner of Baseball (“BOC”), its Bureau, Committees, Subcommittees and Councils, MLB Advanced Media, L.P., Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs (“Clubs”), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities. 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. SWEEPSTAKES PERIOD:** Sweepstakes begins on August 15, 2016, at 12:00:00 p.m. (noon) Eastern Time (“ET”) and ends on October 14, 2016, at 11:59:59 a.m. ET (the “Sweepstakes Period”). The Web Site server is the official clock for this Sweepstakes.
- 3. TO ENTER:** During the Sweepstakes Period, visit the “Insider” page on the Evan Williams website at [www.EvanWilliams.com/WorldSeriesSweeps](http://www.EvanWilliams.com/WorldSeriesSweeps) (the “Web Site”). Follow the on-screen directions to complete and submit the online entry form during the Sweepstakes Period to receive one (1) entry into the Sweepstakes. **Limit one (1) entry per person/email address.** Standard data rates may apply if the Web Site is accessed via a mobile device, and entrants are solely responsible for any such charges.

**BONUS ENTRY:** After successfully submitting a completed online entry form as directed, you will be given the opportunity to earn one (1) additional entry (a “Bonus Entry”; also an “entry”) by watching a thirty (30) second Major League Baseball-themed video commercial on the Thank You page of the Web Site. **Limit one (1) Bonus Entry per person/email address.**

**Automated means of entry are prohibited and any use of automated devices will cause disqualification.** Use of email addresses from disposable or temporary email address services, or email forwarding services, is prohibited and any attempt to enter using such an email address will be blocked. An email address is required to enter. Only fully completed entries are eligible. 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 or as multiple entrants. Any entrant who attempts to enter with multiple email addresses or uses any

device or artifice to enter multiple times may be disqualified and forfeits prize, 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 Sweepstakes. By participating, entrants agree to abide by and be bound by these Official Rules and the Sponsor's decisions.

Privacy Policy: Information submitted in connection with this Sweepstakes is governed by Sponsor's Privacy Policy (available at <http://www.heavenhill.com/privacy-policy>).

- 4. DRAWING AND ODDS OF WINNING:** One (1) potential Grand Prize winner (once eligibility and compliance with these Official Rules is verified, the "Winner") will be selected in a random drawing from among all eligible entries received during the Sweepstakes Period. Odds of winning depend on the number of eligible entries received. Drawing will be conducted on or about October 18, 2016, from among all eligible entries received, by a Sponsor representative, whose decisions shall be final and binding on all matters relating to the Sweepstakes.

- 5. PRIZE AND APPROXIMATE RETAIL VALUE ("ARV"):**

**ONE (1) GRAND PRIZE WILL BE AWARDED:** The Winner will receive a trip for one (1) Winner and three (3) verified guests ("Guests") to one (1) Sponsor-selected game of the 2016 Major League Baseball World Series ("Game") (the "Grand Prize"). ARV: \$4,999.

Grand Prize includes: round-trip economy class air transportation for Winner and Guests between a major commercial airport near Winner's residence and an airport near to the Sponsor-selected Game location ("Host City"); two (2) days/one (1) night hotel accommodations (two dual-occupancy rooms) for Winner and Guests in a hotel of Sponsor's choice in Host City; four (4) tickets for Winner and Guests for the Game; four (4) one hundred dollar (\$100.00) MLBShop.com online gift codes ([shop.mlb.com](http://shop.mlb.com)); and a \$350 MasterCard® Prepaid card for incidentals.

The MasterCard Prepaid card is subject to terms and conditions as set by the issuer.

**PRIZE RESTRICTIONS:** Grand Prize is non-transferable and no cash redemption or prize substitution permitted, except at the sole discretion of the Sponsor. If the Grand Prize, or any portion thereof, cannot be awarded for any reason, the Sponsor reserves the right in its sole discretion to substitute the Grand Prize (or a portion thereof) in whole or in part with a prize of comparable or greater value. All costs and expenses associated with Grand Prize acceptance and use not specifically provided herein are the responsibility of the Winner. ARV for the Grand Prize is as of the date these Official Rules were finalized and may fluctuate. Gift codes are subject to the terms and conditions set by the issuer, which are as follows: Valid only at MLB.com Shop on an order of in-stock merchandise. Not valid for gift certificates, gift cards, taxes, or other services. Except where required by law, gift codes cannot be redeemed for cash or cash equivalent, reproduced, modified, sold, traded, refunded or replaced if lost or stolen. All purchases on MLB.com Shop are subject to terms and conditions, which may change at any time. Shop.MLB.com also reserves the right to change the terms and conditions applicable to gift codes at any time. Void where prohibited.

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, and hotel accommodations will be determined by the Sponsor. **If Winner is unable to travel on the dates designated by the Sponsor, the Grand Prize may be forfeited and an alternate Winner may be selected, in Sponsor's sole discretion.** Winner

will be required to provide a credit card at time of hotel check-in to cover hotel incidentals. If in the judgment of the Sponsor, air travel is not required due to the Winner's proximity to destination, or if the Winner has decided to drive, the Winner may receive ground transportation to the destination in lieu of air transportation, or the Winner may be reimbursed for gasoline purchased, with receipts, for the drive to and from the selected Game location if the Winner drives his or her own vehicle, all as determined in Sponsor's sole discretion.

Winner's Guests must be twenty-one (21) years of age at the time of verification. Winner and Guests must travel on the same itinerary on the travel dates scheduled, 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 Guests are responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not nor will obtain or provide travel insurance or any other form of insurance. Winner and Guests must sign and return a release of liability/publicity before travel is booked.

Once Guests are selected, they may not be substituted, except in Sponsor's sole and absolute discretion. 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 associated with the Grand Prize and not specifically set forth herein are the sole responsibility of Winner and Guests. 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 and the MLB Entities shall not be responsible for any cancellations, delays, diversions or substitution or any act or omission whatsoever by the air carriers, hotels, 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 and the MLB Entities shall not be liable for any loss or damage to baggage. Additional Grand Prize details and travel information to be provided to the Winner at the time of notification. Lost, stolen, or damaged airline tickets will not be replaced or exchanged.

Seat locations at the Game shall be determined in the sole discretion of Sponsor. Major League Baseball game, event and exhibition dates and times are determined in the sole discretion of the Office of the Commissioner of Baseball and/or the applicable Major League Baseball Club, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as part of the Grand Prize will govern in the event a legal game, event or exhibition, as defined by Major League Baseball, is not played or held, as applicable, due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Winner and his/her Guests agree to comply with all applicable ballpark and venue, as applicable, regulations in connection with the Grand Prize. Sponsor and the applicable MLB Entities reserve the right to remove or to deny entry to the Winner and/or his/her Guest(s) who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the Game, event or exhibition. Releasees will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any Major League Baseball game, event or exhibition. Major League Baseball game, event and exhibition tickets awarded as prizes may not be resold or offered for resale or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and Prize forfeiture, and may invalidate the license granted by the game, event or exhibition ticket(s). No one may be admitted to the Game without a ticket. Tickets will not be refundable or redeemable for cash or credit at any time, nor will they be replaced if lost or stolen.

In the event the Game needs to be postponed/rescheduled or otherwise canceled, no compensation or substitution for such portion of the Grand Prize will be provided; however, the remainder of Grand Prize will be awarded and Sponsor will not have any further obligation to the Winner. All Grand Prize details are at Sponsor's sole discretion. Sponsor and/or its prize providers have the right, at their sole discretion, to disqualify and remove the Winner and/or Guests 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, or their prize providers, and in such a case, Winner will still be solely responsible for all taxes and other expenses relating to the Grand Prize. Sponsor shall not be responsible for any damage to property (including hotel or travel accommodations arranged by the Sponsor) caused by the Winner's and/or Guests' behavior. Winner's and Guests' participation in any or all activities on the Grand Prize trip is voluntary.

- 6. WINNER NOTIFICATION AND PRIZE CLAIM:** Potential Grand Prize winner and Winner's guests are subject to verification, including verification of age. The potential winner will be contacted on or about October 18, 2016, via the telephone number and/or via the email address submitted on his or her entry form, and will be required to respond within twenty-four (24) hours of notification to confirm acceptance of the Grand Prize. If potential winner does not respond to phone/email notification within twenty-four (24) hours of first phone/email notification attempt, Grand Prize may be forfeited and an alternate potential winner may be contacted. Upon Sponsor's receipt of the potential winner's return phone call or email, he or she will be sent via traceable mail/email an Affidavit of Eligibility/Liability Release, and where lawful, a Publicity Release, Guest Releases, and an IRS W-9 tax form, and will be required to complete, sign, have notarized, and return required documents via traceable mail/email within three (3) calendar days. Sponsor must receive potential winner's and his or her guests' documents for fulfillment of Grand Prize. Sponsor and the MLB Entities are not responsible for any change of mailing address, email address, and/or telephone number of entrants. If a prize notification or Grand Prize is unclaimed, or returned as undeliverable; if any prize correspondence is not returned within the required time period; if potential winner declines the Grand Prize for any reason; or if potential winner is found not to be eligible or in non-compliance with these Official Rules, such potential winner will forfeit the Grand Prize.

**Taxes:** Winner is solely responsible for any taxes on the Grand Prize, and Winner will be issued an IRS Form 1099 reporting the value of the Grand Prize. The potential winner will be required to complete a W-9 Tax Form and will be required to furnish his or her social security number for the sole purpose of preparation of any tax forms as required by law.

- 7. GENERAL CONDITIONS: INTERNET CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY INDIVIDUAL RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION.** If the Sweepstakes 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 Sweepstakes, 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 Sweepstakes. In the event of cancellation, Sponsor will award the Grand Prize 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 Sweepstakes.

**8. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by Sponsor, the MLB Entities or the other Sweepstakes Parties (collectively, "Releasees") resulting from user's participation in, attempt to participate in, or download of any information in connection with participating in the Sweepstakes. No responsibility or liability is assumed by the 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 Sweepstakes: 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 Web Site in whole or in part for any reason; traffic congestion on the Internet or Web Site; unauthorized human or non-human intervention in the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes. Sponsor and the MLB Entities are not responsible for any typographical errors in the announcement of the Grand Prize or these Official Rules, or any inaccurate or incorrect data contained on promotional materials or on the Web Site. Use of Web Site 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 resulting from participation in the Sweepstakes, use of the Web Site, or the download of any information from the Web Site, or any other loss related to user's participation in the Sweepstakes or receipt of the Grand Prize. As a condition of entering, entrants agree to release the Releasees from any and all liability, loss, or damage incurred with respect to entrant's participation in the Sweepstakes and the awarding, receipt, possession, and/or use or misuse of the Grand Prize, including any travel related thereto. Releasees make no warranty, guaranty or representation of any kind concerning the Grand Prize (or any portion thereof), and disclaim any implied warranty.

**9. BINDING ARBITRATION:** Any controversy or claim arising out of or relating to the Sweepstakes 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 (60) 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 SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN THIS SWEEPSTAKES, 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 SWEEPSTAKES, 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.

- 10. PUBLICITY:** Except in Tennessee, and where prohibited by law, by accepting the Grand Prize, Winner grants permission for Sponsor and those acting under its authority and the MLB Entities to use his or her 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 Web Site) now known or hereinafter invented without territorial or time limitations and without further notice to and without additional compensation. If you are selected as the Winner, your information may also be included in a publicly-available winner's list.
- 11. 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the 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, Kentucky for the resolution of all matters or proceedings which are not subject to arbitration as set forth in Section 10 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.
- 12. WINNER LIST:** The Winner's name will be available by email request at [info@evanwilliams.com](mailto:info@evanwilliams.com) after Winner has been verified.
- 13. SPONSOR:** Heaven Hill Brands, 1064 Loretto Rd., Bardstown, KY 40004.

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