

OFFICIAL RULES
THE "FRÜLI DATE NIGHT SWEEPSTAKES"
NO PURCHASE NECESSARY TO ENTER OR WIN.

ELIGIBILITY and HOW TO ENTER The "Früli Date Night Sweepstakes" (the "Sweepstakes") begins at approximately 12:00 AM Mountain Time ("MT") on 02/01/17 and ends at 11:59 PM MT on 02/28/17 (the "Sweepstakes Period"). Open to US residents 21 years of age or older at time of entry. Persons in any of the following categories are not eligible: (a) employees of (i) Paulaner HP USA ("Sponsor"), (ii) Sponsor's advertising/promotions agencies, (iii) alcoholic beverage licensees, (iv) the parent, subsidiary, and affiliated companies of the foregoing, (b) persons who are immediate family members of, or who reside in the same household as, any person in the preceding categories. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor.

METHOD OF ENTRY: Download at no cost the Facebook, Twitter or Instagram apps to your smartphone or tablet or visit <https://www.facebook.com>, <https://twitter.com> or <https://www.instagram.com>. When using Facebook, create an account and post a photo of yourself and a date, including in the caption both "@Früli" and "#FrüliDateNight." When using Instagram or Twitter, create an account and post a photo of yourself and a date, including in the caption both "@früliUSA" and "#FrüliDateNight." A Früli bottle, logo glass, or tap handle must be visible in the photo. Entrants may enter the Sweepstakes once per day, but must use a new photo for each entry. No purchase is necessary to enter or win, but an internet connection and a personal Facebook, Twitter or Instagram account are required to enter. Should multiple users of the same Facebook, Twitter or Instagram accounts enter the Sweepstakes and a dispute thereafter arises regarding the identity of the entrant, the authorized account subscriber to the account used to make the entry will be considered the entrant.

PRIZES: On or around 03/03/17, one (1) Winner will be randomly selected, subject to confirmation of eligibility, from all eligible entries. Winner will be announced via a post on Früli's Facebook account (@Früli), Twitter account (@FrüliUSA) and Instagram account (@früliUSA). The Winner will also be contacted via a direct message on the social media platform used to enter the Sweepstakes. This direct message will contain an email address, which the Winner must use in order to confirm acceptance of the Prize. The Winner will be awarded the following prize package (the "Prize"): (i) one (1) pair of VIP passes to the California Strawberry Festival on either May 20 or May 21, 2017 (date to be selected by Winner); (ii) transportation* (see below) and (iii) hotel accommodations for two persons for two nights (based on one room, double occupancy) in or near Oxnard, CA. *Transportation: If the Winner's residence is located 150 miles or more from the hotel (as determined by Sponsor), the Winner will receive standard round-trip air transportation to Los Angeles, California for two people from the international airport in the continental United States nearest to the Winner's residence (as determined by Sponsor). If the Winner's residence is located less than 150 miles from the hotel (as determined by Sponsor), the Winner will receive, in lieu of air transportation, one (1) \$200.00 gift card to use for fuel or transportation. The Approximate Retail Value ("ARV") of the Prize is \$1,550.00 but will vary depending on the location of Winner's residence and the mode of transportation awarded. The odds of winning the Prize will depend on the number of eligible entries received. Any and all other costs and expenses not specifically provided herein including, but not limited to, all ground transportation, fuel, insurance, meals, alcoholic beverages, amenities, rentals, upgrades, room service, extra services, all taxes, and personal expenses are the sole responsibility of the Winner and Guest. Winner is responsible for all gift card purchases in excess of \$200. No alcohol is being awarded as a Prize.

PRIZE CONDITIONS. The Prize is non-transferable, cannot be sold or auctioned, and have no cash surrender value. The hotel room will be reserved under the Winner's name. The Winner will use one of the two airline tickets and one of the two Festival tickets. The Winner may select one (1) guest ("Guest") to use the other remaining airline and Festival tickets. Winner and Guest must use the Prize on the same days/nights. All components of the Prize must be used in one trip and no refund or compensation will be paid if the Prize or any component thereof is not used or otherwise declined. Winner and Guest will be required to execute an Affidavit of Eligibility and Liability/Publicity Release or provide other proof of age and residency in Sponsor's discretion (e.g., a scanned image of a valid driver's license or passport), as a condition to being awarded the Prize. Guest has no independent rights to the Prize. If Sponsor does not receive personal confirmation from the Winner of being selected as the Winner within 72 hours from Sponsor's post, or if the Winner (i) fails to complete and return any requested documents by the date specified

by the Sponsor, (ii) is found to be ineligible, (iii) cannot use the Prize on the dates indicated, or (iv) fails to comply with these Official Rules, the Winner will be disqualified with the Prize forfeited, and an alternate winner will be selected if time permits. If the Winner declines the Prize for any reason, Sponsor will use reasonable efforts to continue to select a replacement Winner as long as time permits and the resulting delays do not affect the cost of the Prize. The acceptance or use of the Prize constitutes permission for Sponsor to use Winner's name and address (city and state) and likeness 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 the 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 the Prize and the stated ARV of the Prize, there will be no refund or reimbursement provided. The Winner must provide his/her social security number and will be issued an IRS Form 1099 for prizes valued in excess of \$600.00. The Winner is liable for the payment of all applicable federal and state taxes on the Prize. In the event of a dispute as to the identity of an entrant or the Winner, Sponsor will deem the entrant or Winner as the individual who is assigned to the Facebook, Twitter or Instagram account used to enter the Sweepstakes. The Prize 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. The Winner agrees to release, discharge, indemnify, and hold harmless the Sponsor and its parent companies, affiliates, directors, officers, employees, and agents, from any claims due to any injuries, damages, or losses to any person (including death) or property, resulting in whole or in part from acceptance or use of the Prize or participation in the Sweepstakes. Winner is responsible for proper behavior of Winner and Guest at all times and no refund or compensation will be provided if the Winner and/or Guest is asked to leave the hotel or other location 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, the organizers of the California Strawberry Festival, transportation carriers, and any person providing any service or accommodation in conjunction with the 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 subject to the rules of the hotel and Festival, and Winner and Guest may be required to execute additional releases as a condition of use of the Prize. 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. Sponsor is not responsible for lost or stolen gift cards. 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 if prior to the end of the Sweepstakes Period, or otherwise award the Prize 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 Colorado law and resolved in courts located in Denver, Colorado. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred but in no event attorney fees. Entrant waives any claim for punitive, incidental, or consequential damages. With regard to the Prizes being awarded, Sponsor makes no express or implied warranty of merchantability or fitness for a particular purpose. For a Winner's list, mail a self-addressed stamped envelope postmarked by 02/28/17 to: Früli Date Night Sweepstakes Winner's List, 861 Southpark Drive, Suite 400, Littleton, CO 80120. Void where prohibited.

SPONSOR: Paulaner HP USA, Littleton, CO. Facebook, Inc., Twitter, Inc. and Instagram, Inc. do not endorse Sponsor's products and are not affiliated with the Sweepstakes. Trademarks used are the property of their respective owners.