

OFFICIAL RULES
THE "HACKER-PSCHORR GIVE A PSCHIT SWEEPSTAKES"
NO PURCHASE NECESSARY TO ENTER OR WIN.

ELIGIBILITY and HOW TO ENTER The "Hacker-Pschorr Give a Pschit Sweepstakes" (the "Sweepstakes") begins at approximately 12:00 AM Mountain Time ("MT") on 04/01/17 and ends at 11:59 PM MT on 05/31/17 (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 or former 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: Visit <http://woobox.com/e4wwkg>, answer all quiz questions and provide all required information. No purchase is necessary to enter or win, but an internet connection and an email address are required to enter..

PRIZES: Beginning on 4/01/17, one winner (each a "Winner") will be randomly selected each day during the Sweepstakes Period from all eligible entries received during the previous day. There will be a total of sixty-one (61) winners in the Sweepstakes. Each Winner, subject to eligibility, will receive one (1) of the following prizes (each a "Prize"): 1 of 12 1-liter glass mugs (ARV: \$15.00 each); 1 of 18 Hacker-Pschorr Weisse 0.5 Liter glasses (ARV: \$7.00 each); or 1 of 3 5-liter stone steins (ARV: \$75.00 each); or 1 of 10 Give a Pschit metal signs (ARV: \$20 each); or 1 of 2 Hacker-Pschorr LED signs (ARV: \$130 each); or 1 of 10 Hacker-Pschorr vintage metal signs (ARV: \$20 each); or 1 of 6 Hacker-Pschorr 0.5 Liter Oktoberfest mugs (ARV: \$10 each). The total ARV of all Prizes to be awarded is \$1,251.00. The odds of winning a Prize will depend on the number of eligible entries received as of the day prior to the drawing day. Individual Prize to be awarded will be selected by Sponsor in its discretion. Winners will be notified on a weekly basis. Any and all other costs and expenses not specifically mentioned herein including, but not limited to, all taxes and personal expenses, are the sole responsibility of each Winner. Prizes will be shipped to each Winner. There is a limit of one Prize per person or per household. All non-winning entries remain eligible for subsequent daily drawings. No alcohol is being awarded as a Prize. Sponsor reserves the right, at its sole discretion, to substitute a Prize with one of equal or greater value or with a company check in the amount of the ARV of the original Prize awarded. 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. All Winners will be notified by email and are subject to confirmation of eligibility.

PRIZE CONDITIONS. Prizes are not transferable, cannot be sold or auctioned, and have no cash surrender value. All Winners must be 21 years of age or older. If Sponsor is unable to receive personal confirmation from a Winner of being selected as a Winner within 72 hours from Sponsor's first notification attempt, or if a Winner (i) fails to complete and return any requested documents (e.g. copy of driver's license) by the date specified by the Sponsor, (ii) is found to be ineligible, or (iii) fails to comply with these Official Rules, the potential Winner will be disqualified, the Prize will be forfeited, and an alternate winner may be selected. The acceptance or use of a Prize constitutes permission for Sponsor to use Winner's name and address (city and state) for promotional purposes on a worldwide basis, and in all forms of media, in perpetuity, without notice or further compensation. A purchase will not increase chances of winning.

LIMITATIONS ON LIABILITY: Entrants waive any right to claim ambiguity with regard to the mechanics of the Sweepstakes or interpretation of the Official Rules. Sponsor and its agents and their respective officers, directors, and employees are not responsible for lost, late, delayed, inaccurate, incomplete, or misdirected entries, or for any electronic, network, or computer failures or malfunctions, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions that may limit a user's ability to participate in this Sweepstakes, or for any 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. All entries become the property of the Sponsor. Headings are provided for convenience only. 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, or for delays or cancellations including, but not limited to those resulting from mechanical breakdown, closings, strikes, government action, inclement weather, sickness, injury, or Acts of God. All agree to release, discharge, indemnify, and hold harmless the Sponsor and its parent companies and affiliates and their respective directors, officers, employees, and agents, from any claims due to any injuries (including death), damages, or losses claimed by any person, including the Winner, as a result of the Winner entering the Sweepstakes, submitting an entry, or using the Prize. The Sweepstakes is subject to all applicable federal, state, and local laws. Any person attempting to defraud or in any way tamper with the mechanics or logistics of the Sweepstakes will be declared ineligible and may be prosecuted. 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, or award the Prizes through a random 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 06/15/17 to: Hacker-Pschorr Give a Pschit Sweepstakes Winner's List, 861 Southpark Drive, Suite 400, Littleton, CO 80120. Void where prohibited.

SPONSOR: Paulaner HP USA, Littleton, CO.