

SO-LO SMALL CHANGES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE CONTEST IS INTENDED FOR VIEWING IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “SO-LO Small Changes” (“Contest”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Fulton Street Brewery, LLC (“Goose Island Beer Company”), Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and Contest agencies, wholesale distributors, retail licensees and all other service agencies involved with the Contest, and members of their immediate family (spouse, parent, child and sibling), are not eligible to enter or win. The Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. CONTEST PERIOD:

Contest begins at 9:00:00 a.m. Central Standard Time (“CST”) on February 4, 2020 and ends at 11:59:59 p.m. CST on February 8, 2020 (“Contest Period”). Sponsor’s computer is the official time keeping device for this Contest.

3. HOW TO ENTER:

(1) Essay Submission: Visit GooseIsland.com/SoLoSmallChanges during the Contest Period and follow the online instructions to complete the entry form and submit your essay telling us “what small change you want to make in your life” (“Entry” and “Essay Submission”). Essay must be in English and is limited to ninety-eight (98) words or less in length. If any essay exceeds ninety-eight (98) words in length, only the first ninety-eight (98) words of the essay will be judged.

(2) Interview Submission: On February 8, 2020, attend the “SO-LO Small Changes Event” located at the Goose Island Tap Room between the hours of 10:00 a.m. CST and 4:00 p.m. CST (“Event”). The Goose Island Tap Room is located at 1800 West Fulton Street, Chicago, IL 60612. All participants will be required to confirm eligibility and show proof of age using either a valid state Picture ID and/or Passport which properly shows participant’s date of birth. During the Event, participants will participate in a video interview and answer the question “what small change you want to make in your life” (also

an “Entry” and “Interview Submission”). Video must be in English and is limited to ninety-eight (98) seconds or less in length. If any video exceeds ninety-eight (98) seconds in length, only the first ninety-eight (98) seconds of the video will be judged. The decisions of the Goose Island Ambassador at the Event are final.

(3) Video Submission: Visit Gooseland.com/SoLoSmallChanges during the Contest Period and follow the online instructions to complete the entry form and upload your video telling us “what small change you want to make in your life” (“Entry” or “Video Submission”). Video must be in English and is limited to ninety-eight (98) seconds or less in length. If any video exceeds ninety-eight (98) seconds in length, only the first ninety-eight (98) seconds of the video will be judged. If the video contains additional people other than only the entrant, please note that the one (1) person submitting the Video Submission will be considered the entrant and only the entrant is eligible to win a prize. No other person in the video is eligible to receive a prize. Sponsor is not liable for any disputes arising from or related to the Contest in this regard.

For all Entries

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

Entries will be judged. See Rule #4 for Judging Criteria. All Entries must be received and recorded during the Contest Period. No other forms of Entry are valid. See Appendix A for additional Entry Guidelines & Prohibited Content. Entry must comply with these Official Rules. Sponsor reserves the right, but not the obligation, to review any Entry for violation of these Official Rules and may, at its sole discretion, reject, delete, or otherwise exclude an Entry for any reason, including without limitation, if the Entry contains any Prohibited Content (as defined in Appendix A) or any other commentary or material which Sponsor, in its sole discretion deems inappropriate.

4. CONTEST JUDGING:

Essay Submissions: All eligible Essay Submissions will be judged based on the following judging criteria (“Essay Submission Judging Criteria”) by an independent panel of judges (“Panel”) selected by Sponsor. The Judging Criteria includes: (a) Creativity; (b) Originality; and, (c) Relevance to the Contest theme of telling us “what small change do you want to make in your life”. The one (1) Essay Submission receiving the highest cumulative scores awarded by the Panel will be deemed the winner and receive the Grand Prize (subject to verification). In the event of a tie, tied Essay Submissions will be re-judged by a new Panel based on the Essay Submission Judging Criteria stated above until the tie is broken. The decisions of the Panel are final in all aspects of the Contest. See Rule #6 for prize details.

Interview Submissions: All eligible Interview Submissions will be judged based on the following judging criteria (“Interview Submission Judging Criteria”) by an independent panel of judges (“Panel”) selected by Sponsor. The Judging Criteria includes: (a) Creativity; (b) Originality; and, (c) Relevance to the Contest theme of telling us “what small change do you want to make in your life”. The eight (8) Interview Submissions receiving the highest cumulative scores awarded by the Panel will be deemed the winner and receive the Grand Prize (subject to verification). In the event that there are fewer than eight (8) eligible Interview Submissions, Sponsor reserves the right to proceed with the Contest with less than eight (8) eligible and the Interview Submissions receiving the highest cumulative scores awarded by the Panel will be deemed the winner(s) and receive the Grand Prize (subject to verification). In the event of a tie, tied Interview Submissions will be re-judged by a new Panel based on the Interview Submission Judging Criteria stated above until the tie is broken. The decisions of the Panel are final in all aspects of the Contest. See Rule #6 for prize details.

Video Submissions: All eligible Video Submissions will be judged based on the following judging criteria (“Video Submission Judging Criteria”) by an independent panel of judges (“Panel”) selected by Sponsor. The Judging Criteria includes: (a) Creativity; (b) Originality; and, (c) Relevance to the Contest theme of telling us “what small change do you want to make in your life”. The one (1) Video Submission receiving the highest cumulative scores awarded by the Panel will be deemed the winner and receive the Grand Prize (subject to verification). In the event of a tie, tied Video Submissions will be re-judged by a new Panel based on the Video Submission Judging Criteria stated above until the tie is broken. The decisions of the Panel are final in all aspects of the Contest. See Rule #6 for prize details.

5. WINNER NOTIFICATION:

Potential winners will be notified via email and will be required to respond to the notification within forty-eight (48) hours indicating whether he/she can accept the prize. If a potential winner does not respond to the notification within the forty-eight hour time period, prize will be forfeited.

Potential winners will be required to complete, sign and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor’s representative within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Contest. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, then the potential winner will be disqualified.

In the event of noncompliance within any stated time period, the prize will be forfeited. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification.

Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

6. PRIZE DETAILS:

Grand Prize (10 total; see Rule #4 for prize breakout): Each winner will receive \$9,800.00 (awarded in the form of a check made payable to winner). Approximate Retail Value ("ARV") is \$9,800.00. If winner cannot accept the prize as specified, the prize will be forfeited and an alternate winner will be selected. Total ARV of all prizes is \$98,000.00. Any difference between stated value and actual value will not be awarded.

Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

If Sponsor so elects, potential winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that the potential winner will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, the potential winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, prize will be forfeited and will be awarded to an alternate winner.

7. LIMITATIONS OF LIABILITY AND RELEASE:

Anheuser-Busch, LLC, Goose Island Beer Company and each of their affiliates, subsidiaries and agencies (collectively the "Released Parties") are responsible for lost, late, misdirected, unintelligible, returned or undelivered entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Contest or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Contest, and assumes no

responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like Photo Entry or Video Entry methods will void all such entries, and may subject that entrant to disqualification. Release Parties are not responsible for injury or damage to winners or any other person's computer or property related to or resulting from participating in this Contest. Should any portion of Contest be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Contest, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest, and randomly select the winner from among all valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of an entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email account by the ISP or other organization responsible for assigning the email account. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR ITS AGENCIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

Entrants agree (a) that Sponsor and its parent, subsidiary and affiliated companies, and advertising and Contest agencies, and their respective officers, directors, employees, wholesale distributors, representatives and agents, will have no liability whatsoever for, and are released and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest or in any Contest-related activity, and (b) winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, submitted biography, voice and/or likeness and prize information, and/or Photo Entry or Video Entry (and assign the Photo Entry or Photo Entry, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade and Contest purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval.

8. PUBLICITY AND COPYRIGHT LICENSE:

You grant Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable and transferrable right and license to exploit your Photo Entry or Video Entry (including, without limitation, your name and likeness and the names and likenesses of any and all persons in the Photo Video Entry, and any intellectual property rights (e.g. copyright, trademark, etc.) contained in the Photo Entry or Video Entry) in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to you or any third party, for any purpose, including, without limitation, your Photo Entry or Video Entry and any person's property (physical, personal, intellectual property rights, and indicia) contained therein. The foregoing grant includes, without limitation, the right to reproduce, display, distribute, publicly perform, create derivative works of, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Photo Entry or Video Entry in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in your Photo Entry or Video Entry being associated with a particular Sponsor or Sponsors. Accordingly, you hereby waive any objection to, such use including without limitation, distribution, reproduction, creation of derivative works of, public performance, or display of your Photo Entry or Video Entry, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest.

9. DISPUTE RESOLUTION:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

10. PRIVACY POLICY:

Please see the privacy policy located at <https://www.anheuser-busch.com/privacy-policy.html> for details of Sponsor's policy regarding the use of personal information collected in connection with this Contest. If you are verified as the prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

11. WINNER'S LIST:

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: SO-LO Small Changes Winner's List Request, 1800 West Fulton Street, Chicago, IL 60612, for receipt by April 8, 2020.

12. SPONSOR:

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

Goose Island Beer Co., 1800 West Fulton Street, Chicago, IL 60612.

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APPENDIX A

ENTRY GUIDELINES & PROHIBITED CONTENT

Entries must meet the following requirements:

- Entry cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.
- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entry in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the World in any manner whatsoever and for any purpose.
- Entry cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote the excessive or irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain an image of anyone under 21 years of age; (e) otherwise fail to comply with the Beer Institute Advertising and Marketing Code as made publicly available at the following online location: <http://www.beerstitute.org/assets/uploads/general-upload/2015-Beer-Ad-Code-Brochure.pdf>; (f) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Goose Island), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (g) contain copyrighted materials owned by others without permission; (h) contain materials embodying the names, likenesses or other indicia identifying any person, living or dead, without permission; (i) refer to or depict any names, logos or readily recognizable features of a retailer of alcohol beverages (such as a grocery store, convenience store, restaurant, bar, or any other retail location that sells alcohol beverages); or (j) depict, and cannot itself be in, violation of any law.
- Each entrant warrants and represents that the Entry: (a) is his/her original work, (b) has not been previously published; (c) has not received previous awards; and (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity;

- Any entrant whose Entry includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use including Sponsor's use of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of entrant as a winner.
- Any Entry that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein or on the Website, or is deemed to be inappropriate for publication is ineligible.
- Incomplete, illegible, deceptive or garbled Entries are not eligible.
- Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.

All Entries are subject to Sponsor's Digital Millennium Copyright Act policy, as follows: DIGITAL MILLENNIUM COPYRIGHT ACT—Anheuser-Busch is committed to respecting and protecting the legal rights of copyright owners. As such, Anheuser-Busch adheres to the following notice and take down policy, in full compliance with Section 512(c)(3) of the DMCA (17 U.S.C. § 512 *et seq.*). If you believe any of the Entries infringes upon your intellectual property rights, please submit a notification alleging such infringement (hereafter a "DMCA Takedown Notice"). To be valid, a DMCA Takedown Notice must (i) be provided to the Anheuser-Busch designated agent, ("Copyright Agent"), as set forth below, and (ii) include the following:

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works;
- Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access disabled and information reasonably sufficient to permit the service provider to locate the material;
- Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and, if available, an electronic mail;
- A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and,
- A statement that, under penalty of perjury, the information in the notification is accurate and you are authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Anheuser-Busch's Copyright Agent to receive DMCA Takedown Notices is: email: trademarks@anheuser-busch.com. For clarity, only DMCA Takedown Notices should go to the Copyright Agent; any other feedback, comments, online purchases or other communications should be directed to the applicable customer service links posted on the Website. You acknowledge that in order for Anheuser-Busch to be authorized to takedown any Content, your DMCA Takedown Notice must comply with all of the requirements of this Section.

By submitting an Entry, you agree that your Entry is gratuitous and made without restriction, that it will not place Sponsor under any obligation other than as stated in these Official Rules, that Sponsor is free to publish or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Entry, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor or developed by its employees, or obtained from sources other than you.

By participating, you acknowledge that your Entry may be used in Sponsor's sole discretion. Entries are the views/opinions of the individual entrant and do not reflect the views of the Sponsor in any manner. By entering, you acknowledge that Sponsor has no obligation to use or post any Entry you submit.