

BUD LIGHT® BATTLE ON THE BAYOU {INSERT CITY NAME} ON-PREMISE PROMOTION OFFICIAL RULES

No Beer Purchase Necessary. Promotion open to residents of the United States (except California) who are 21 years of age or older. Void where prohibited.

1. To enter, consumers who attend the Bud Light Battle on the Bayou **{INSERT CITY NAME}** On-Premise Promotion event will be given a Weigh-In Card ("Weigh-In Card Entry") for the promotion, while supplies last. The consumer must print his/her name, email address, daytime phone number, and date of birth on the Weigh-In Card Entry and deposit it in the entry box as directed by the Bud Light representative.

2. Weigh-In Card Entries must be completed and deposited in the entry box by the deadline date/time as directed by the Bud Light representative at the On Premise Promotion event. No mechanically reproduced or photocopied entries permitted. Neither Anheuser-Busch, Inc. nor any of its agencies or Zuffa, LLC or its affiliated entities are responsible for illegible, lost, late, damaged, incomplete, or misdirected entries. All materials submitted become the property of Anheuser-Busch, Inc. and none will be returned.

3. Winner(s) will be selected in a random drawing from among all eligible Weigh-In Card Entries received by the Bud Light® representative or its wholesaler representatives, whose decisions are final in all matters relating to this promotion. Except for events held in Georgia and Iowa, selected participants must be present to receive the opportunity to purchase a trip for two (2) to attend the Bud Light Battle on the Bayou (see Rules #4 and #8 for trip details). Winner(s) may not substitute or transfer prize but Anheuser-Busch, Inc. reserves the right to substitute prize with prize of equal or greater value. Limit one (1) prize per person.

4. Odds of winning depend upon the number of eligible Weigh-In Card Entries received. Winner(s) will be notified in person (except for residents of Georgia and Iowa who will receive a prize notification email or telephone call with registration information). Winner(s) will receive Fight Code, and must register the code promptly. Once the Fight Code is registered, winner(s) will receive an email with registration information. Selected winner(s) and their guest(s) will be required to access www.facebook.com/budlight and follow the online registration process. The online registration process consists of completing/submitting the following forms: Registration Process for Winner and Guest, Affidavit of Eligibility and Liability and Publicity Release for Winner, Liability and Publicity Release for Guest, nonrefundable payment confirmation of \$380.00. Credit card required. The online registration process must be completed within seven (7) days of prize notification, not to exceed June 17, 2011, in order for winner and guest to qualify for the

prize. Winner's guest must be at least 21 years of age at the time of registration. In the event of noncompliance with any of the registration requirements, prize will be forfeited and an alternate winner may be selected (time permitting). Any alternate winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to Anheuser-Busch, Inc. or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate winner (time permitting). There will be a variety of Bud Light Battle on the Bayou promotions occurring between May 2, 2011 and June 10, 2011. If you are identified as a potential winner of a Bud Light Battle on the Bayou grand prize in one of these promotions, you are not eligible to win a prize in this sweepstakes.

5. Neither Anheuser-Busch, Inc. nor its agencies are responsible for lost, late, misdirected, unintelligible, returned, or undelivered mail, entries, e-mail, 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 promotion, or Website, or act in violation of the Official Rules of this promotion, or act in any manner to threaten or abuse or harass any person, or violate website's Terms of Service, as solely determined by Anheuser-Busch, Inc., will be disqualified. Anheuser-Busch, Inc. is 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 promotion, 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 entry methods will void all such entries, and may subject that participant to disqualification. Anheuser-Busch, Inc. is not responsible for injury or damage to participants or any other person's computer or property related to or resulting from participating in this promotion. Should any portion of this promotion be, in Anheuser-Busch, Inc.'s sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in sole opinion of Anheuser-Busch, Inc., corrupt or impair administration, security, fairness or proper play of this promotion, or submission of entries, Anheuser-Busch, Inc. reserves right at its sole discretion to suspend, modify, or terminate the promotion, and randomly identify winner(s) from valid registration received prior to action taken, or otherwise as may be deemed fair and equitable by Anheuser-Busch, Inc.. In the event of a dispute regarding entries/registrations received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account used to enter will be deemed to be the participant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the e-mail address by the ISP, on-line service provider, or other organization responsible for assigning e-mail addresses. All materials submitted become the property of Anheuser-Busch, Inc. and will not be returned.

6. Employees and the immediate families of employees of Zuffa, LLC, Anheuser-Busch, Inc., its affiliates, subsidiaries, advertising and promotion agencies, wholesale distributors, and retail licensees are ineligible. This promotion is void where prohibited by law and is subject to federal, state and local regulations. Taxes on prize(s), if any, are the responsibility of the individual winner.

7. Acceptance of prize offered constitutes permission to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

8. **Grand Prize;** A "Bud Light Battle on the Bayou" trip for winner and one (1) guest to New Orleans, Louisiana to attend the UFC® Fight on September 17, 2011 for \$190.00 per person (or for \$380.00 for winner only, if winner chooses not to take a guest). Trip consists of round-trip coach air transportation (from gateway city nearest winner's home), double-occupancy hotel accommodations for two (2) consecutive nights (unless winner chooses not to take a guest, in which case, winner have the entire room), ground transportation to/from airport and hotel, two (2) tickets to the UFC® Fight, and admission for two (2) to Bud Light® sponsored events. Travel expected to occur between September 16, 2011 and September 18, 2011. Travel, accommodations and seating assignments are at Anheuser-Busch, Inc.'s discretion and subject to availability and change. Winner and guest must travel on the same itinerary and comply with all security requirements. If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner, in Anheuser-Busch, Inc.'s sole discretion. Ground transportation (other than stated above), meals, gratuities and all other expenses not specified herein are solely winner's responsibility. Approximate Retail Value ("ARV"): \$585.40 (for winner and one guest). Actual value depends on city/day/time of departure. The difference between the stated value and actual value will not be awarded.

9. By accepting a prize, winner agrees to release and hold Zuffa, LLC, Anheuser-Busch, Inc., its affiliates and subsidiaries harmless from any and all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage. By participating in this promotion, participants agree to be bound by the Official Rules of this promotion.

10. For a Winner's List, send a self-addressed, stamped envelope to: Bud Light® Battle on the Bayou **{INSERT CITY NAME}** On-Premise Promotion Winner's List, P.O. Box 3000, Young America, MN 55558-3000 for receipt by October 31, 2011.

11. This Promotion is sponsored solely by Anheuser-Busch, Inc. and is no way endorsed by Zuffa, LLC or its affiliated entities in the United States or other jurisdictions. Zuffa, LLC and its affiliated entities are in no way responsible for the Promotion.

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