

2012 BUD LIGHT® MARCH TO THE CHAMPIONSHIP BUCKET CHALLENGE TOURNAMENT - "OFFICIAL RULES"

1. No purchase necessary to participate. The Bud Light March to the Championship Bucket Challenge Tournament ("Tournament") is open to residents of the United States (except CA and VA) who are 21 years of age or older. Void where prohibited.
2. Tournaments will take place from February 1, 2011 through April 2, 2012 at times to be determined. Look for the Bud Light March to the Championship Bucket Challenge tournaments at participating on-premise retail locations. For a copy of the Official Rules, ask the Bud Light representative at the tournament location. Neither Anheuser Busch, LLC ("Sponsor") nor its agencies are responsible for illegible, lost, damaged, incomplete, postage due or misdirected requests. All materials submitted become property of Anheuser-Busch, LLC and none will be returned.
3. To play, sign up with a Bud Light representative at the participating on-premise location. Teams will be called to play in the order determined by the Bud Light representative. Tournament rules of play are as follows and govern all matches:
 - a) Each match will be a head-to-head team competition consisting of one 35 second round. The final round will be played as a best two-out-of-three series. The first team in the final round to win two games is the winner.
 - b) Teams consist of two players, one (1) male and one (1) female. Players must be 21 years of age or older. Once play has started, no team member may be substituted.
 - c) Teammates must stand across from each other at the same table. On the cue of a Bud Light official, players will approach the table and have two (2) minutes to prepare their table for play. At the end of the two (2) minutes the official will advise each team that the game is about to begin.
 - d) Game starts when the Bud Light official signals "go".
 - e) Each game will consist of one (1) 35-second period. The team with the most points at the end of the 35-second period is the winner.
 - f) Points are scored by landing a token inside the goal. Tokens that land in the outer circle of the goal score two (2) points. Tokens that land in the inner circle of the goal score three (3) points.
 - g) All shots must be bounced on the table. Shots that are not bounced, but land in the goal, do not count. No more than four (4) tokens can be bounced at one time. Playing more than four (4) tokens at once will result in disqualification.
 - h) Players may collect their rebounds and shoot the tokens again, but tokens that land off the table may not be collected and re-shot.
 - i) Players may not reach into the goal. Reaching in to the goal will result in the disqualification of the team.

j) Decisions of the Bud Light referees' are final. There is no post-match arbitration allowed.

4. First Round Tournament: Teams from each participating on-premise location compete in a single-elimination tournament (except for the final round) to determine a First Round Winner. If any team member fails to appear for his/her designated match, the team forfeits. One (1) First Round Winner per participating on-premise promotion will advance to the Local Tournament. First Round Tournament Winners will compete for the "Local Tournament Winner" title on a day, time and at a location to be determined at the wholesaler's sole discretion. First Round Winners will be notified in advance of the date, time and location of the Local Tournament. Individual team members may participate in first round tournaments at more than one on-premise retail location, but after winning at one on-premise retail location to advance to the Local Tournament, any other team on which an individual is competing may not advance to the Local tournament from another on-premise retail location. During any round, if an odd number of teams are participating, one (1) team will be randomly selected to receive a "bye". No team may receive more than one (1) "bye".

5. Local Tournament: There will be one (1) Local Tournament winning team per participating Anheuser-Busch, LLC wholesaler's territory. The First Round Tournament Winners from each on-premise retail location (within a wholesaler's territory) will compete in a single elimination (except for the final round) tournament to determine the Local Tournament Winner. Any first round winning team who does not appear at the designated location at the designated time will forfeit their right to participate in the Local Tournament. The winning team from each Local Tournament will advance to the March to the Championship Bucket Challenge National Tournament Presented by Bud Light. Individual team members may participate in more than one Local Tournament but after winning the Local Tournament to advance to the March to the Championship Bucket Challenge National Tournament Presented by Bud Light, any other team on which an individual is competing will be disqualified from participating in other Local Tournaments. If the winning team or any of its members cannot travel to Cancun Mexico for the Bud Light March to the Championship Bucket Challenge on April 29, 2011 - May 2, 2012 they will forfeit their trip and an alternate team will be contacted. No substitutions are allowed. During any round, if an odd number of teams participating, one team will be randomly selected to receive a "bye". No team may receive more than one "bye".

6. March to the Championship Bucket Challenge National Tournament Presented by Bud Light: The Local Tournament Winners will compete in a single elimination (except for the final round) tournament at the March to the Championship Bucket Challenge National Tournament Presented by Bud Light to determine the Bud Light March to the Championship Bucket Challenge National Tournament Champion. Local Tournament Winners will also compete against additional teams selected in other skill and chance promotions throughout the country. The March to the Championship Bucket Challenge National Tournament Presented

by Bud Light is scheduled to take place in Cancun, Mexico, April 29, 2012 - May 2, 2012 at a location to be determined at Sponsor's sole discretion. During any round, if an odd number of teams is participating, one team will be randomly selected to receive a "bye". No team may receive more than one (1) "bye".

7. Winners for any leg of the Tournament will be determined by the on-site Bud Light Representative whose decisions are final in all matters relating to this Tournament. Winners may not substitute or transfer prize but Sponsor reserves the right to substitute prize with a prize of equal or greater value. Limit one prize per person. There will be a variety of Bud Light March to the Championship promotions occurring between February 1, 2011 and April 2, 2011. If you are identified as a winner of a Bud Light March to the Championship grand prize in one of these promotions, you must forfeit the grand prize in order to be eligible to win a grand prize in the March to the Championship Bucket Challenge National Tournament Presented by Bud Light.

8. Local Tournament Winners will be required to complete, sign and return an affidavit of eligibility and liability and publicity release within five (5) days of prize notification. Upon receipt and verification of winner's affidavit, each member of the winning team will also be required to return the travel agent's phone call within seventy-two (72) hours from time of phone call made to winner from travel agent. In the event of noncompliance within any of these time periods, prize will be forfeited and an alternate winner selected. Any alternates selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to the runner up in the Local Tournament.

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

10. Acceptance of any prize offered constitutes permission for Sponsor to use winner's name, biographical information, and/or likeness for the purpose 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.

11. Grand Prize (1) \$25,000.00 awarded in the form of two checks or wire transfers in the amount of \$12,500.00 each, payable to each winning team member of the Bud Light March to the Championship Bucket Challenge Finals in Cancun, Mexico, April 29, 2012 - May 2, 2012. Local Tournament Prize (one [1] winning team per Local Tournament): A trip for winning team (2 people, must be co-ed) to the March to the Championship Bucket Challenge National Tournament Presented by Bud Light in Cancun, Mexico. Travel dates are April 29, 2012 -

May 2, 2012. Trip consists of round-trip coach air transportation (from gateway city nearest local tournament winner's home), double-occupancy hotel accommodations for three (3) consecutive nights and ground transportation to/from the airport on arrival and departure day, access into Bud Light hosted event ("Events") and opportunity to compete in the March to the Championship Bucket Challenge National Tournament Presented by Bud Light. Winners must travel on the same itinerary and on the dates specified by Sponsor or prize will be forfeited and awarded to an alternate winning team. Winners must comply with all travel requirements which may include, without limitation, presenting necessary identification (including passport and/or driver's license) at the time of travel. Passport required for international travel. Flight schedules are subject to change without notice. Any costs incurred due to changes to the original itinerary are solely the winner's responsibility. Winners must accept prize as stated or prize will be forfeited and awarded to an alternate winner. Travel, accommodations and Events are at the Sponsor's discretion and subject to availability and change. Ground transportation other than stated above, trip cancellation insurance, meals, passport fees, gratuities and all other expenses not specified herein are solely winner's responsibility. ARV \$1,700.00 each package. Actual value depends on city/day/time of departure. Any difference between stated value and actual value will not be awarded. Total ARV of all prizes dependent on number of participating wholesalers.

12. By accepting the prize, winners agree to release and hold Anheuser-Busch, LLC 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 all Official Rules of the Tournament.

13. For a list of winners, hand print your name and complete address on a 3" x 5" card and mail to: March to the Championship Bucket Challenge National Tournament Presented by Bud Light Winners List Request, FUSION Performance Marketing, 6505 Windcrest Drive, Suite 200, Plano, TX 75024, for receipt by August 1, 2012.

© 2012 Anheuser-Busch, Bud Light® Beer, St. Louis, MO • GRV