

OFFICIAL RULES AND REGULATIONS

CINCINNATI BENGALS x MILLERCOORS HOLIDAY KNIT PROMOTION

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

The Sponsor of this Sweepstakes is MILLERCOORS, LLC (the "Sponsor"), a Delaware corporation, with its principal place of business located at 250 S. Wacker Drive, Chicago, IL 60606 and the Administrator is the CINCINNATI BENGALS, INC ("Administrator"), located at One Paul Brown Stadium, Cincinnati, OH 45202.

1. **ELIGIBILITY; DURATION:** The Cincinnati Bengals x MillersCoors Holiday Knit Promotion (the "Sweepstakes") is open to legal residents of the continental United States of America who are at least twenty-one (21) years old at the time of entry. Void where prohibited.

The Sweepstakes begins Monday, November 18, 2019 at 8:00 a.m. Eastern Time and ends Sunday, December 8, 2019 at 11:59 p.m. Eastern Time ("Sweepstakes Entry Period"). Administrator is the official time keeper of this Sweepstakes. The Sweepstakes is governed by these Official Rules and Regulations and is subject to all applicable federal, state, and local laws.

2. **EXCLUSIONS TO ELIGIBILITY:** Employees, officers, directors, agents, and representatives of the Cincinnati Bengals and MillerCoors, LLC, and their respective parent companies, affiliates, subsidiaries, wholesalers, retailers, distributors, advertising and promotion agencies, and their immediate family members and/or those living in the same household of each are not eligible. All federal, state and local laws and regulations apply.

3. **HOW TO ENTER:** During the Sweepstakes Entry Period, Entrants may enter the Sweepstakes by commenting on any Bengals @MillerLite #WhoDeyHoliday post on Facebook or Instagram or Twitter (Mail and Facsimile entrants prohibited). By entering, entrants are granting permission for their image and likeness to be used on Bengals.com and for other publicity and promotional purposes in conjunction with the Sweepstakes. Neither Sponsor, Administrator, nor their respective officers, directors, shareholders, employees, and agents are responsible for incorrect or inaccurate transcription of entry information. Entry materials that have been tampered with or altered are void. Sponsor and the Administrator reserve the right, in their discretion, to cancel, modify, or suspend the sweepstakes should technical or other occurrences beyond the control of the organization compromise the administration, security, or proper play of the Sweepstakes.

Limit one (1) entry per household/per email address.

By entering all Entrants agree to be bound by the terms and conditions of these Official Rules and Regulations.

There is no cost to enter the Sweepstakes and no merchandise purchase necessary in order to win

4. **WINNERS/PRIZES:** One-hundred (100) winners will be randomly chosen on December 9, 2019 to receive the MillerLite Holiday Prize Pack that will include four (4) MillerLite Beverage Wraps and one (1) Bengals

Foam Claw. Approximate value of the Holiday Prize Pack is \$22.00. Twenty (20) winners will be randomly chosen on December 9, 2019 to receive the MillerLite Deluxe Holiday Prize Pack that will include our (4) MillerLite Beverage Wraps, one (1) Bengals Foam Claw, one (1) MillerLite Ugly Holiday Sweater, one (1) MillerLite Hat, one (1) MillerLite Scarf, one (1) pair of MillerLite Socks, one (1) Bengals Flag, one (1) Bengals Blanket, one (1) Bengals Mascot Bobble Head. Approximate value of the Deluxe Holiday Prize Pack is \$183.00. One (1) Grand Prize winner will be randomly chosen on December 9, 2019 to receive four (4) tickets and four (4) pregame sideline passes to the December 29, 2019 Cincinnati Bengals home game versus the Cleveland Browns along with \$400 in concession vouchers, four (4) \$250 Bengals ProShop gift cards and the MillerLite Deluxe Holiday Prize Pack (as listed above). Approximate value of the Grand Prize is \$3,500.00. The prize is non-transferable and awarded "as is" with no warranty or guarantee, either express or implied by Administrator. If potential Winner is unable to attend the game on the date specified in these Official Rules and Regulations, the prize will be forfeited and no other compensation will be provided.

Winners will be notified by direct message after the close of the Sweepstakes. Odds of winning depend upon the number of eligible entries received. If the Administrator is unable to reach a potential Winner via direct message within 48 hours after a potential Winner is selected or if any message is not returned within 24 hours, or if a potential Winner declines a Prize for any reason, then that potential winner will be disqualified and an alternate potential Prize Winner may be selected at random from the remaining eligible entries at Sponsor's discretion.

As a condition to eligibility to claim any Prize, potential Winners and their guests may be required in Administrator's sole discretion to execute an affidavit of eligibility and any further liability waivers or other documents required by Sponsor or the Administrator. Grand prize winner will be required to submit a W-9 form. Failure to submit any required documents within the time period specified by Administrator, or any other noncompliance with these Official Rules, may result in disqualification and Prize forfeiture.

Administrator reserves the right to substitute any Prize with another of equal or greater value. All state, federal, and local taxes or other expenses not specified herein are the sole responsibility of the Winners. No substitutions or cash redemption will be made except in Administrator's sole discretion. Prizes are non-transferable and non-assignable unless otherwise agreed at Administrator's sole discretion.

All costs and expenses associated with the Prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities, taxi and ground transportation and other expenses incurred by accepting the Prize, such as federal income taxes, are the sole responsibility of the Winner, unless otherwise agreed to in writing by the Administrator in its sole discretion. Specific dates, games and/or locations (as applicable) for any game tickets shall be determined in the Administrator's sole discretion.

Winners' guests must be of legal drinking age in their jurisdictions of residence (at least twenty-one (21) years of age), unless accompanied by the Winner who is their parent or legal guardian, unless otherwise agreed by Administrator in its sole discretion.

The terms and conditions of tickets awarded as part of any Prize will govern in the event a legal game, event or exhibition, as defined by the National Football League, is not played due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Each Winner and his/her guest(s) agree to comply with all applicable stadium regulations in connection with the Prize.

5. TO THE FULLEST EXTENT PERMITTED BY LAW, ALL ENTRANTS FOREVER RELEASE, HOLD HARMLESS DISCHARGE, AND COVENANT NOT TO SUE ADMINISTRATOR, SPONSOR AND THE NATIONAL FOOTBALL LEAGUE, AS WELL AS EACH RESPECTIVE PARTIES' OWNERS, EMPLOYEES, AGENTS, DIRECTORS, OFFICERS, SHAREHOLDERS, CONTRACTORS, SUCCESSORS AND ASSIGNS (COLLECTIVELY "RELEASED PARTIES") FOR AND FROM ANY AND ALL CLAIMS, DEBTS, LIABILITIES, DEMANDS, OBLIGATIONS, COSTS, FEES, EXPENSES, ACTIONS, CAUSES OF ACTION WHATSOEVER, OF EVERY NATURE, CHARACTER AND DESCRIPTION (COLLECTIVELY, "CLAIMS"), KNOWN AND UNKNOWN, ARISING OUT OF OR IN ANY WAY RELATED TO THE SWEEPSTAKES; THESE OFFICIAL RULES; ENTRANT'S ENTRY; THE NEGLIGENCE OF ANY OF THE RELEASED PARTIES; AND THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE. IN ADDITION, EACH ENTRANT ACKNOWLEDGES AND AGREES THAT THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR ANY COSTS, INJURIES, LOSSES, OR DAMAGES OF ANY KIND ARISING FROM OR IN CONNECTION WITH: (I) INCOMPLETE, LOST, LATE, MISDIRECTED OR ILLEGIBLE ENTRIES OR FOR FAILURE TO RECEIVE OR PROCESS ENTRIES DUE TO ANY CAUSE, INCLUDING WITHOUT LIMITATION, HUMAN, TRANSMISSION, OR TECHNICAL PROBLEMS, FAILURES, OR MALFUNCTIONS OF ANY KIND, WHETHER ORIGINATING WITH SENDER OR OTHERWISE, THAT MAY LIMIT AN ENTRANT'S ABILITY TO PARTICIPATE IN THE SWEEPSTAKES; OR (II) ANY INJURY OR DAMAGE RESULTING FROM PARTICIPATION IN THE SWEEPSTAKES AND/OR THE USE OR MISUSE OF A PRIZE (INCLUDING, WITHOUT LIMITATION, CLAIMS, COSTS, INJURIES, LOSSES AND DAMAGES RELATED TO PERSONAL INJURIES, DEATH, DAMAGE TO, LOSS OR DESTRUCTION OF PROPERTY, OR ANY CLAIMS, COSTS, INJURIES, LOSSES, OR DAMAGES RELATED TO OR BASED ON THE ENTRANT'S RIGHTS OF PUBLICITY OR PRIVACY, OR THE ENTRANT'S CLAIM THAT HE OR SHE HAS SOMEHOW BEEN DEFAMED OR PORTRAYED IN A FALSE LIGHT.) ENTRANT REPRESENTS AND WARRANTS THAT HE OR SHE OWNS AND/OR HAS THE AUTHORITY TO RELEASE THE CLAIMS STATED HEREIN.

THE NATIONAL FOOTBALL LEAGUE, ITS MEMBER PROFESSIONAL FOOTBALL CLUBS, NFL VENTURES, L.P., NFL PROPERTIES LLC, NFL ENTERPRISES LLC, NFL PRODUCTIONS LLC AND NFL INTERNATIONAL LLC AND EACH OF THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SHAREHOLDERS, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND EMPLOYEES (COLLECTIVELY, THE "NFL ENTITIES") WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES OR ANY PRIZE AWARDED. THE NFL ENTITIES, OTHER THAN THE CINCINNATI BENGALS, INC., HAVE NOT OFFERED OR SPONSORED THIS SWEEPSTAKES IN ANY WAY

TO THE FULLEST EXTENT PERMITTED BY LAW, UNDER NO CIRCUMSTANCES WILL AN ENTRANT OR A WINNER BE PERMITTED TO OBTAIN AWARDS FOR, AND EACH ENTRANT AND WINNER HEREBY WAIVES ALL RIGHTS TO CLAIM, INDIRECT, PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES ARISING OUT OF OR RELATED IN ANY WAY TO THE SWEEPSTAKES; THESE OFFICIAL RULES; ENTRANT'S ENTRY; THE NEGLIGENCE OF ANY OF THE RELEASED PARTIES; AND THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR

EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ENTRANT.

6. PUBLICITY: By participating in the Sweepstakes, each Entrant irrevocably grants the Released Parties the right to use each such Entrant's name, photograph, image, video, biographical information, and any written or oral comments about the Sweepstakes or Prizes in any and all media and form for any purpose, including, without limitation, advertising and promotional purposes, without further compensation, and each Entrant hereby releases the Released Parties from any liability with respect thereto, except where prohibited. By entering this Sweepstakes, Entrant permits the Released Parties to utilize Entrant's contact information provided by Entrant to contact Entrant for any reason via phone, email, and/or mail.

7. RESERVATIONS: Administrator reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes at any time for any reason in its sole discretion. All participants, as a condition of entry, agree to abide by and be bound by these Official Rules. Administrator reserves the right to permanently disqualify and/or revoke a Prize from any person it believes has violated these Official Rules or has acted in a manner that is, in the Administrator's discretion, offensive, harassing, threatening, repugnant, or violent at any time. Entrants further agree to not knowingly damage or cause interruption of the Sweepstakes and/or prevent others from using the Sweepstakes. All decisions of the Cincinnati Bengals shall be final and Entrants waive any right to challenge any decisions made by the Cincinnati Bengals.

8. GOVERNING LAW: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF THE ENTRANTS, ADMINISTRATOR OR RELEASED PARTIES IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF OHIO WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

9. VENUE: Each Entrant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a state or federal court located in Hamilton County, Ohio Entrants hereby consent to the exclusive jurisdiction of such court.

10. COPY OF OFFICIAL RULES OR WINNERS LIST: For a copy of the Official Rules or a list of the Winners after the end of the Sweepstakes, please send a self-addressed, stamped envelope to: Cincinnati Bengals, Attn: MillerLite Who Dey Holiday, One Paul Brown Stadium, Cincinnati, OH 45202.