

Great Lakes Brewing Company “Christmas Ale First Pour VIP 2021” Contest

NO PURCHASE, PAYMENT OR CONSUMPTION NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

THIS CONTEST IS VOID WHERE PROHIBITED BY LAW. OPEN ONLY TO RESIDENTS OF INDIANA, ILLINOIS, KENTUCKY, MICHIGAN, MINNESOTA, NEW JERSEY, NEW YORK, NORTH CAROLINA, OHIO, PENNSYLVANIA, VIRGINIA, WASHINGTON D.C., WEST VIRGINIA AND WISCONSIN, WHO ARE 21 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY.

Sponsor: Great Lakes Brewing Company, 2516 Market Avenue, Cleveland, Ohio 44113 (“GLBC” or “Sponsor”)

Eligibility: Prize eligibility open only to legal residents of Indiana, Illinois, Kentucky, Michigan, Minnesota, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia, Washington D.C., West Virginia and Wisconsin, who are 21 years of age or older at time of entry. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for Sponsor, any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting this Contest or supplying the prize (or any prize component), and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or win the prize. Employees, officers, directors of alcohol beverage licensees (including but not limited to alcohol beverage retailers and alcohol beverage wholesalers), and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or win the prize. “Immediate family members” shall mean parents, stepparents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “Household members” shall mean people who share the same residence at least three months a year, whether related or not.

Contest Schedule: The entry period for this Contest begins on or about 12:00:00 A.M. Eastern Time (“ET”) on September 23, 2021 and ends at 11:59:59 P.M. ET on October 13, 2021 (“Entry Period”). Sponsor’s computer is the official clock for this Contest.

Methods of Entry: To enter this Contest, Entrants are required to complete a form sharing who they’d celebrate the first Christmas Ale pour of the season with and why. Entrants can enter this Contest via one of the following two (2) methods:

- 1. Complete the form at greatlakesbrewing.com/FirstPourVIP21**

- Visit greatlakesbrewing.com/FirstPourVIP21 (the “Website”) and complete the entry form in full. By accessing Website, Entrants represent and warrant that they are at least 21 years of age. Eligible entries must creatively describe who they want to celebrate the first Christmas Ale taste of the season with and why.

2. Mail entry and message to:

Great Lakes Brewing Co.
Attn: Marketing Dept. (First Pour VIP 21)
2516 Market Avenue
Cleveland, OH 44113

- Please include full name, address, phone number and/or email address, along with a description of who you want to share the first Christmas Ale pour of the season with and why.
- Please note: entries mailed to this address will not be returned.

Sponsor and its agencies are not responsible for entries that are late, lost, misdirected, mechanically reproduced, incomplete or damaged; and, all such entries are void. All entries become the property of Sponsor.

Content Restrictions: All entries will be subject to initial screening by an administrator designated by Sponsor and accepted or rejected at his or her discretion. Entries including obscene, provocative, defamatory, sexually explicit, violent, unlawful/illegal, or otherwise objectionable or inappropriate content will not be accepted. All entries must be original material. By submitting an entry, Entrant represents, acknowledges, and warrants that the submitted entry is an original work created solely by the Entrant, that the entry does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the Entry.

Each Entrant may submit multiple entries during the Entry Period, but only one (1) entry out of the multiple entries submitted by an Entrant can be selected as a winning entry in this Contest.

Use of any robotic, automatic, programmed or similar entry method will void all entries and result in disqualification. Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason this Contest (in whole or in part) is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation (including failure of one or more governmental entities to timely approve Promotion in accordance with applicable alcohol beverage regulations) or any other causes beyond Sponsor’s

control that corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process or otherwise violates these Official Rules, and to terminate, modify or suspend this Contest (including but not limited to terminating/suspending this Contest in one or more jurisdictions). In such event, Sponsor reserves the right to conduct this Contest and award the prize by means of a selection comprised of all eligible entries received prior to and/or after (as appropriate) the action taken by Sponsor in a manner which is fair, appropriate and consistent with these Official Rules, as determined by Sponsor in its sole discretion. Notice of termination/modification/suspension of this Contest will be posted on the Website. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to Entrant's or any other person's computer related to or resulting from participation in or downloading any materials from this Contest.

Entrants further agree not to knowingly damage or cause interruption of this Contest and/or prevent others from participating in this Contest. **CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY ENTRANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.**

Selection of Winner(s): Winner selection in this Contest will be conducted by a panel of judges designated by Sponsor (the "Judges") who will evaluate each eligible entry based on creativity (40%), spirit (40%), and composition (20%). By entering this Contest, Entrants acknowledge and accept all decisions of the Judges as final and binding, and agree to be bound thereby. Entrant responsible for submitting the form is considered the Entrant, and Prize may not be transferred to another party. In the event that an Entrant is unable to claim the prize, Sponsor will select a new winner.

Qualifying entries received between September 23, 2021 and October 13, 2021 will be eligible for a chance to win the Great Lakes Brewing Co. Christmas Ale First Pour VIP Experience on October 21, 2021, along with Great Lakes Brewing Co. merchandise. Judges will select one (1) VIP winner from all eligible entries received during this period based on the criteria above.

Prize, Approximate Retail Value ("ARV") and Odds of Winning:

One (1) winner and their guest will be invited to experience the "first pour" of Christmas Ale at Great Lakes Brewing Company's brewpub in Cleveland, Ohio. This experience includes:

- Reserved table and lunch for winner and one (1) guest at GLBC's brewpub celebration on Thursday, October 21, 2021
- Private brewery tour for winner and one (1) guest
- Access to ceremonial First Pour of Christmas Ale and commemorative glassware
- GLBC prize pack with Christmas Ale and Great Lakes merchandise

Approximate Value of VIP Experience Package: [\$500.00]

Winner and guest are responsible for transportation to Great Lakes Brewing Company's Christmas Ale First Pour Event on Thursday, October 21, 2021 at Great Lakes Brewing Co., 2516 Market Avenue, Cleveland OH 44113. Guests must arrive by 10:00:00 A.M. ET on Thursday, October 21, 2021 in order to participate in the ceremonial First Pour. No substitution, cash redemption, or transfer of prize except with Sponsor's permission (which may be granted or withheld for any reason) or where required by law. Unless expressly otherwise stated herein, all expenses not expressly included in the prize package are not included and will be the sole responsibility of the winner and the guest, including, without limitation: baggage fees; travel insurance; entrance fees; room service; laundry service; spa treatments; alcoholic beverages; local and long distance telephone calls; merchandise and souvenirs; recreation, leisure & entertainment expenses; incidental expenses, tips and gratuities; taxes; and all other costs and expenses not expressly mentioned herein as part of the prize package.

Winner and guest must be at least 21 years of age, legal residents of the United States (specifically, INDIANA, ILLINOIS, KENTUCKY, MICHIGAN, MINNESOTA, NEW JERSEY, NEW YORK, NORTH CAROLINA, OHIO, PENNSYLVANIA, VIRGINIA, WASHINGTON D.C., WEST VIRGINIA or WISCONSIN), and have a valid Social Security Number and valid documents required for travel (government IDs, passports, etc.).

All prizes must be redeemed in 2021.

All applicable federal, state, local, and foreign tax laws apply. The Internal Revenue Service ("IRS") requires Form 1099-MISC to be issued and filed with the IRS for each recipient of a prize who is a resident of the United States if the value of that prize is at least \$600. Reporting and payment of any applicable federal, state, local, and foreign taxes is the sole responsibility of the winner and the guest.

Odds of winning contest depend on the total number of eligible entries received within the Entry Period.

Winners assume the risk of any inherent or unforeseen dangers associated with Prize.

Sponsor in its sole discretion may award a substitute prize/prize component of equal or greater value if advertised prize/prize component is unavailable at time of awarding for any reason.

Claim and Delivery of Prize: Potential winners will be messaged privately via e-mail. Failure to respond to the initial message within two (2) business days after notification or return of e-mail notification as undeliverable after two (2) attempts will result in disqualification. Potential winners will then be required to sign and return within two (2) business days an Affidavit of Eligibility, Release and Indemnification, and proof of age via valid photo ID where allowed by law. If the Affidavit of Eligibility, Release and Indemnification and proof of age via valid photo ID are not returned to Sponsor within specified time period, potential winners will be disqualified and an alternate winner(s) will be selected from all remaining eligible entries received. Additionally, if any winner is ineligible, it will be deemed as if the winner has rejected the prize, and Sponsor will select a new winner. In the event of any dispute concerning the identity of an Entrant, the entry will be deemed submitted by the natural person who is the authorized holder of the transmitting e-mail account. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Effective September 7, 2021, guests at GLBC events must present proof of Covid-19 vaccination or a negative Covid-19 test administered within 72 hours of the event to gain entry. Contest winners must abide by these policies. If the winner and guest do not meet the stated requirements, they will be disqualified.

General Conditions: By participating, Entrants agree to be bound by and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Acceptance of the prize constitutes prize winner's permission for Sponsor and its successors, representatives and assigns to use his or her name, voice, likeness, photograph, prize information, biographical data, and city and state of residence in programming, advertising, trade and/or promotional material or on a winner's list without compensation or notice, to the extent permitted by law. Sponsor is not obligated to use any of the above-mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation.

Limitation of Liability: By participating in this Promotion, Entrants agree to release and hold harmless Sponsor and its parent, subsidiary, affiliated and successor companies, advertising and promotion agencies, and prize suppliers, and each of their respective officers, directors, agents, shareholders, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "Released Parties") for: (1) any incorrect or inaccurate information, whether caused by Entrants, printing errors or by any of the equipment or programming associated with or utilized in this Contest; (2) technical failures of any kind; (3) unauthorized human intervention in any part of the entry process or this Contest; (4) technical or human error which may occur in the administration of this Contest or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in this Contest or receipt, possession, use or misuse

of prize; or (6) any losses, damages, claims, or expenses of any kind whatsoever (including costs and reasonable attorneys' fees) sustained or incurred arising out of or related to this Contest.

Disputes: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or the award of the prize shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Ohio or an appropriate Ohio State Court; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out of pocket expenses, and any and all rights to have damages multiplied or otherwise increased. 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 this Contest 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 (whether of the State of Ohio or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Ohio.

Winner List: The winner list of this Contest will be available after November 1, 2021. To obtain the winner list, please send a self-addressed stamped envelope to Attn.: Marketing Dept. (Christmas Ale First Pour VIP 21 Winners List), Great Lakes Brewing Co., 2516 Market Avenue, Cleveland, Ohio 44113.

Originated: September 20, 2021

I confirm that I have read and agree to the above terms and conditions.

Signed: _____

Print Name: _____

Date: _____