

**BUSCH LIGHT® MOW IN STYLE SWEEPSTAKES
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 SWEEPSTAKES IS INTENDED FOR VIEWING IN CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA AND VT ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “Busch Light Mow in Style” (“Sweepstakes”) is open to legal residents of CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA and VT who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, and all other service agencies involved with the Sweepstakes, and members of their immediate family (spouse, parent, child or sibling), are not eligible to enter or win. The Sweepstakes 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 and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. SWEEPSTAKES PERIOD:

Sweepstakes begins at 12:00:00 p.m. Eastern Daylight Time (“EDT”) on June 15, 2021 and ends at 11:59:59 p.m. EDT on August 31, 2021 (“Sweepstakes Period”). Administrator’s computer is the official time keeping device for this Sweepstakes.

3. HOW TO ENTER:

For Residents of PA (see Appendix A for a list of eligible zip codes):

(1) Internet: Visit <https://airbaton.net/DjsBJGw35Ewq8qfncUy3> (“Website”) and follow the online instructions to choose one (1) keyword from the drop-down menu (GRASS, MOWER, TRACTOR or LAWN) and complete and submit an online entry (“Entry”).

(2) Text Message: Use your SMS-enabled mobile phone to text “GRASS” to shortcode 78896 and you will receive information on how to submit an entry (also an “Entry”).

(3) Text Message: Use your SMS-enabled mobile phone to text “MOWER” to shortcode 78896 and you will receive information on how to submit an entry (also an “Entry”).

(4) Text Message: Use your SMS-enabled mobile phone to text “TRACTOR” to shortcode 78896 and you will receive information on how to submit an entry (also an “Entry”).

(5) Text Message: Use your SMS-enabled mobile phone to text “LAWN” to shortcode 78896 and you will receive information on how to submit an entry (also an “Entry”).

For residents of CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA and VT:

(1) Internet: Visit <https://airbaton.net/DjsBJGw35Ewq8qfncUy3> and follow the online instructions to choose the keyword “LAWNMOWER” from the drop-down menu and complete and submit an online entry (also an “Entry”).

(2) Text Message: Use your SMS-enabled mobile phone to text “LAWNMOWER” to shortcode 78896 and you will receive information on how to submit an entry (also an “Entry”).

For all text message Entries: Participants must have a mobile phone with text messaging capabilities to enter by text message. If you wish to opt out, text **STOP** to 78896. Text **HELP** to 78896 if you would like more information. Participants entering this Sweepstakes via text message may incur a standard text message charge from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and other applicable charges. You may receive reply messages, and by entering, you expressly consent to receiving such messages. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

For all Entries: All Entries must be received and recorded during the Sweepstakes Period. No other forms of Entry are valid. Limit one (1) Entry per person.

4. SWEEPSTAKES DRAWING:

Potential winners will be selected in a random drawing to be held on or about September 1, 2021 from among all eligible Entries received by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Potential winners will be randomly selected from each “Group” of eligible Entries as defined below. Odds of winning depend on the number of eligible Entries received per Group.

Group 1: All eligible Entries received from Entrants who entered by texting “GRASS” to 78896; or, who chose the word “GRASS” from the dropdown menu at <https://airbaton.net/DjsBJGw35Ewq8qfncUy3> and is a legal resident of PA who resides in a participating zip code as defined in Appendix A.

Group 2: All eligible Entries received from Entrants who entered by texting “MOWER” to 78896; or, who chose the word “MOWER” from the dropdown menu at <https://airbaton.net/DjsBJGw35Ewq8qfncUy3> and is a legal resident of PA who resides in a participating zip code as defined in Appendix B.

Group 3: All eligible Entries received from Entrants who entered by texting “TRACTOR” to 78896; or, who chose the word “TRACTOR” from the dropdown menu at <https://airbaton.net/DjsBJGw35Ewq8qfncUy3> and is a legal resident of PA who resides in a participating zip code as defined in Appendix C.

Group 4: All eligible Entries received from Entrants who entered by texting “LAWN” to 78896; or, who chose the word “LAWN” from the dropdown menu at <https://airbaton.net/DjsBJGw35Ewq8qfncUy3> and is a legal resident of PA who resides in a participating zip code as defined in Appendix D.

Group 5: All eligible Entries received from Entrants who entered by texting “LAWNMOWER” to 78896; or, who chose the word “LAWNMOWER” from the dropdown menu at <https://airbaton.net/DjsBJGw35Ewq8qfncUy3> and is a legal resident who resides in CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA and VT.

5. WINNER NOTIFICATION:

All prizes will be awarded. Potential winners will be notified by email, phone call and/or text message and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

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 three (3) days 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 Sweepstakes. 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 and an alternate potential winner will be randomly selected.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner 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 an alternate potential winner.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or landline 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:

Prizes (5 total; 1 per Group; see Rule #4): Each winner will receive one (1) custom Busch Light branded lawn mower. Any options not included as part of the standard equipment, registration, title, licensing fees, taxes (including, but not limited to, sales taxes and income taxes), insurance and costs associated with the lawn mower, including any travel and transportation costs associated with collecting the prize, if applicable, are solely the responsibility of the winner. Winner does not have the choice of color or options. Winner must accept delivery of vehicle at a specified time and location. If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Approximate Retail Value ("ARV") is \$2,000.00. If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner. Total ARV of all prizes is \$10,000.00. Any difference between stated value and actual value will not be awarded.

Limit one (1) prize per person. 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. Actual prize may vary.

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 each potential winner will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, potential winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be randomly awarded to an alternate winner.

7. PUBLICITY:

Acceptance of prize offered constitutes permission for Sponsor 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. RELEASE:

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, and Administrator harmless from 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.

9. GENERAL CONDITIONS:

Anheuser-Busch, LLC, Administrator and each of their their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not 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 Sweepstakes 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 or Administrator, 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 Sweepstakes, 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 entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's or Administrator'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 Sweepstakes, or submission of Entries, Sponsor and Administrator reserve the right at their sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. Text message Entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. In the event of a dispute regarding the identity of an online 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 address by the ISP or other organization responsible for assigning email addresses. 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.

10. 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, Administrator and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator 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.

11. PRIVACY POLICY:

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

12. SPONSOR:

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

13. ADMINISTRATOR:

Rio Creative, 16630 Old Chesterfield Road, Chesterfield MO 63017.

14. 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: Busch Light Mow in Style Sweepstakes Winner's List Request, 16630 Old Chesterfield Road, Chesterfield, MO 63017, for receipt by November 1, 2021.

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Appendix A- Eligible Entries-Keyword (GRASS)

17013	17055	17032	17053	17066
17603	17074	17090	17010	17076
17111	17527	17566	17068	17532
17601	17552	17517	17003	17562
17109	17065	17067	17037	17045
17257	17025	17023	17048	17094
17602	17543	17038	17113	17064
17044	17036	17102	17103	17087
17050	17022	17540	17034	17501
17512	17043	17058	17569	17039
17110	17545	17026	17578	17088
17112	17078	17547	17502	17520
17042	17101	17063	17099	17004
17020	17033	17560	17567	17565
17522	17557	17046	17015	17505
17059	17028	17061	17097	17503
17009	17084	17554	17051	17080
17104	19501	17551	17098	17007
17057	17584	17579	17572	17030
17011	17070	17538	17853	

Appendix B- Eligible Entries-Keyword (MOWER)

17331	17350	17340	17358	17252	17224
17201	17361	17368	17362	17339	17347
17404	17307	17406	17309	17301	17304
17402	17225	17345	17349	17360	17353
17268	17319	17229	17329	17313	17220
17325	17316	17401	17070	17371	17302
17403	17019	17222	17221	17257	17405
17408	17315	17363	17314	17327	17228
17356	17236	17320	17261	17370	17044
17202	17233	17344	17364	17250	17215
					17214

Appendix C- Eligible Entries-Keyword (TRACTOR)

17013	17055	17032	17053	17066
17603	17074	17090	17010	17076
17111	17527	17566	17068	17532
17601	17552	17517	17003	17562
17109	17065	17067	17037	17045
17257	17025	17023	17048	17094
17602	17543	17038	17113	17064
17044	17036	17102	17103	17087
17050	17022	17540	17034	17501
17512	17043	17058	17569	17039
17110	17545	17026	17578	17088
17112	17078	17547	17502	17520
17042	17101	17063	17099	17004
17020	17033	17560	17567	17565
17522	17557	17046	17015	17505
17059	17028	17061	17097	17503
17009	17084	17554	17051	17080
17104	19501	17551	17098	17007
17057	17584	17579	17572	17030
17011	17070	17538	17853	

Appendix D- Eligible Entries-Keyword (LAWN)

15425	15417	15147	16037	15473	15435	15344
15401	15202	15044	16226	15923	15143	15742
15122	15137	15131	15613	15458	15222	15459
15068	15212	15014	16244	16023	15127	15086
16101	15650	16033	15045	15486	15474	15696
15601	15132	16229	15238	15090	15747	15686
16001	15644	16057	16132	15626	15085	15674
15108	15065	15220	15144	15101	15215	16050
15213	15456	15218	15357	15632	16063	15617
16201	16117	15320	15637	16020	15729	16116
15666	15229	15216	15206	15327	16028	15863
15370	16066	15226	15089	16002	15035	15671
15239	15012	15461	15224	15670	15084	15732
15701	15237	15076	15774	15241	15211	15636
15236	16025	15717	15424	16034	16218	15865
15136	15227	15025	15223	15232	15056	15680
15221	15748	15620	16045	15129	15225	15032
15767	15436	15728	15681	15026	15634	15759
15205	15120	16105	15024	15920	15712	15641
15071	15203	16055	15658	15656	15765	15733
15146	15116	15697	15442	16053	15479	15106
15642	15690	15217	15201	16059	15139	16049
15210	15209	15668	15683	15208	15618	15772
15235	15234	15062	16035	15672	15610	15275
15102	15646	16046	15219	15145	15627	15228
5403	15261	15628	15698	15684	15349	15207
						15231