

Great Lakes Brewing Company

"Great Lakes, Great Stories" Photo and Story Promotion (May – August 2015)

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

THIS PROMOTION IS VOID WHERE PROHIBITED BY LAW. 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 THE TIME OF ENTRY.

Sponsor: Great Lakes® Brewing Company ("GLBC" or "Sponsor")

Administrator: Great Lakes® Brewing Company, 2516 Market Avenue, Cleveland, Ohio 44113.

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, Administrator, any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Promotion 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.

Promotion Schedule: The Promotion begins on or about 12:00:01 A.M. Eastern Time ("ET") on 05.16.15 and ends at 11:59:59 P.M. ET on 09.07.15 ("Promotion Period"). Administrator's computer is the official clock for the Promotion.

Promotion Entry: Entrants can enter the "Great Lakes, Great Stories" Photo and Story Promotion online via the following methods:

- **Upload electronic photo entry to [friendsofglbc.com](http://www.friendsofglbc.com):**
 - Visit <http://www.friendsofglbc.com> (the "Website"). By accessing Website, Entrants represent and warrant that they are at least 21 years of age. Eligible electronic photos must creatively show responsible enjoyment of GLBC products, accompanied by a caption telling Entrant's personal GLBC story, memory, or quote.
- **Tweet or Instagram entry using #friendsofGLBC:**
 - Via Entrants' personal Twitter or Instagram accounts, Entrants can share an eligible electronic photo, which must creatively show responsible enjoyment of GLBC products, accompanied by a caption telling Entrant's personal GLBC story, memory, or quote. Photos sent with this hashtag will feed directly to Website. By tagging the photo with #friendsofGLBC, Entrants represent and warrant that they are at least 21 years of age.

Sponsor cannot guarantee that photos shared from additional third-party applications will feed to Website. Sponsor is not responsible for errors or failed uploads to Website. Provision of information online is governed by GLBC's Privacy Policy accessible at <http://www.greatlakesbrewing.com/privacy>. All rules governing 3rd party social media applications apply.

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 screened by an administrator and approved at his or her discretion. Photos depicting obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content will not be published on Website. All entries must be original material. By submitting a photo, Entrant represents, acknowledges, and warrants that the submitted entry is an original work created solely by the Entrant, that the photograph 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.

Limit one (1) winning Entry per unique Entrant: Entrant may submit multiple entries, but winner may only receive one (1) prize. Once an Entrant receives a prize, Entrant is no longer eligible for additional prizes. 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 the Promotion (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 the Promotion, 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 the Promotion (including but not limited to terminating/suspending the Promotion in one or more jurisdictions). In such event, Sponsor reserves the right to conduct the Promotion 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 Promotion 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 Promotion.

Entrants further agree not to knowingly damage or cause interruption of the Promotion and/or prevent others from participating in the Promotion. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE

OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION 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: Sponsor seeks eligible electronic photos that exhibit Entrants tastefully and responsibly enjoying a GLBC product, accompanied by a favorite GLBC story, memory, or quote. Sponsor will select winning photos based on story, creativity, composition, and concept. All photos must include a Great Lakes Brewing Company product. Winners will be selected weekly during the Promotion Schedule and will be notified directly and privately.

Prize selection will be conducted by Sponsor with an independent judging committee whose decisions are final on all matters related to this Promotion. Potential winners will be notified by mail and/or e-mail and/or phone. Failure to respond to the initial verification e-mail within five (5) business days after notification or return of e-mail notification as undeliverable after three (3) attempts will result in disqualification. Potential winners will then be required to sign and return within five (5) 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 any online 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.

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

Prize (18): Eighteen (18) winners will receive one (1) of eighteen (18) Coleman® brand 54 quart steel belted coolers, branded with the Great Lakes Brewing Co. logo.

Approximate Retail Value of each Prize: \$199.99 (MSRP). Sponsor and its agencies are not liable for any additional expenses incurred. Winners are solely responsible for any documentation and requirements and determining applicable procedures and restrictions.

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

Odds of winning the prize depend on the total number of eligible entries received during the Promotion Period.

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. 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. All taxes are the sole responsibility of the winner. Winners will be required to sign and submit an IRS Form W-9, and winner's receipt of prize will be reported to the Internal Revenue Service as per applicable law.

General Conditions: By participating, Entrants agree to be bound by and abide by these Official Rules and the decisions of Sponsor and Administrator, 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, Administrator and their respective 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, Administrator, their respective 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 the Promotion; (2) technical failures of any kind; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion 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 the Promotion or receipt, possession, use or misuse of prize. No more than eighteen (18) prizes will be awarded.

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 the Promotion 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.

Originated: March 9, 2015

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

Signed: _____

Print Name: _____

Date: _____