

Generic / On-Premise Promotions

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YA Job #: TBD

Bud Light® Port Paradise Virginia Beach On-Premise Promotion Official Rules

No Beer Purchase Necessary. Promotion open to residents of the United States (except California and Texas) who are 21 years of age or older. Void where prohibited.

1. To enter, consumers who attend the Bud Light Port Paradise **Virginia Beach** On-Premise Promotion event will be given a Boarding Pass (“Boarding Pass Entry”) for the promotion while supplies last. The consumer must print his/her name, email address, phone number, and date of birth on the Boarding Pass Entry and deposit it in the entry box as directed by the Bud Light representative. An email will be sent with registration information for the Bud Light Port Paradise Cruise to entrants chosen as a winner. See rule #4 for details.
2. Boarding Pass Entry must be completed and deposited in the entry box by deadline date/time as directed by the Bud Light representative at the On Premise Promotion event. No mechanically reproduced or photocopied entries permitted. Neither the sponsor nor any of its agencies are responsible for illegible, lost, late, damaged, incomplete, or misdirected entries. All materials submitted become the property of Anheuser-Busch, Inc. and none will be returned.
3. Winner will be selected in a random drawing from among all eligible Boarding Passes Entries received, by Anheuser-Busch, Inc. or its wholesaler representatives whose decisions are final in all matters relating to this promotion. Winner may not substitute or transfer prize but sponsor reserves the right to substitute prize with prize of equal or greater value. Limit one (1) prize per household.
4. All prizes will be awarded. Odds of winning depend upon the number of eligible Boarding Passes Entries received. Winner will be notified in person and will receive a prize notification email or telephone call with registration information. Selected winners and their guest will be required to access www.budlightportparadise.com and follow the online registration process. The online registration process consists of completing/submitting the following forms: Registration Process for Winner and Guest, Affidavit of Eligibility and Liability and Publicity Release for Winner, Liability and Publicity Release for Guest, nonrefundable payment confirmation of \$348 for costs associated with acceptance of the prize. Credit card required. The online registration process must be completed within fourteen (14) days of prize notification email or telephone call in order for Winner and Guest to qualify for the prize. Winner’s guest must be at least 21 years of age. In the event of noncompliance with any of the registration process, prize will be forfeited and an alternate winner may be selected time permitting. 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 winner. There will be a variety of Bud Light Port Paradise Cruise promotions occurring between May 1, 2009 and August 31, 2009. If you are identified as a winner of a Bud Light Port Paradise Cruise prize in any one of these promotions, you are not eligible to participate and/or win a prize in this sweepstakes or buy another trip on the Bud Light Port Paradise Cruise.

5. Employees and the immediate families of employees of Anheuser-Busch, Inc., its affiliates, subsidiaries, 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 prize won, if any, are the responsibility of the individual winner.

6. Acceptance of prize offered constitutes permission 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 world wide and on the World Wide Web without notice or review or approval as permitted by law.

7. Prizes (1): A Bud Light Port Paradise Cruise for winner and one guest for \$174 per person (or for \$348 for winner only, if winner chooses not to take a guest). Trip consists of round-trip coach air transportation from gateway city nearest winner's residence to city of port (Cape Canaveral or Miami, as determined at Sponsor's sole discretion), transfers to/from ship and airport, standard double-occupancy ship accommodations for three (3) nights (unless winner chooses not to take a guest, in which case winner will have the entire cabin), all inclusive food, beverages and gratuities on board the ship and admission to a private concert for winner and one guest. Travel expected to occur between October 23, 2009 and October 26, 2009. Exact travel dates to be determined/communicated at a later date, by sponsor, in sponsor's sole discretion. Travel/accommodations are subject to change and restrictions may apply. Sponsor is responsible for any necessary hotel accommodations for winner and guest prior and/or after the Bud Light Port Paradise Cruise. Winner and guest must have valid passport upon boarding the ship. Winner and guest must travel on the same itinerary, and comply with all security requirements. Any additional ground transportation, passport fees, trip cancellation insurance, personal purchases and all other expenses not specified herein are solely the winner's responsibility. If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner. Approximate Retail Value \$585.00 (for winner and one guest). Actual value depends on city, day, and time of departure. The difference between any stated value and the actual value will not be awarded. Total ARV of prizes is \$585.

8. By accepting a prize, winners agree to release and hold sponsor harmless from any and all losses, damages, rights, claims and actions of any kind resulting from acceptance of prize and prize travel, including without limitation, personal injuries, death and property damage. By participating in this promotion, participants agree to be bound by all the Official Rules of this promotion.

9. For a list of winners, send a self-addressed, stamped envelope to: Bud Light Port Paradise (**Virginia Beach**) On-Premise Promotion, P.O. Box 3000, Young America, MN 55558-3000 for receipt by **9/7/09**.

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