

**BABE WINE SPIN TO WIN
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO PARTICIPATE OR ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE INSTANT-WIN GAME IS INTENDED FOR VIEWING IN THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “BABE Wine Spin to Win” instant-win game (“Instant-Win Game”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years old at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, BABE Wine, LLC, their affiliates and subsidiaries; advertising and Promotion agencies, wholesale distributors, retail licensees, the Administrator, and all other service agencies involved with the Instant-Win Game, and members of their immediate family (spouse, parent, child or sibling), are not eligible to enter or win. The Instant-Win Game is subject to all applicable federal, state, and local laws and regulations. The Instant-Win Game is void where prohibited. Participation in the Instant-Win Game 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 the Instant-Win Game. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. INSTANT-WIN GAME PERIOD:

Instant-Win Game begins at 12:00:00 a.m. Eastern Standard Time (“EST”) on November 29, 2022 and ends at 11:59:59 p.m. EST on December 29, 2022 (“Instant-Win Game Period”). Administrator’s computer is the official time keeping device for this Instant-Win Game.

3. HOW TO PARTICIPATE:

(a) Internet: Visit BabeWineSpinToWin.com (“Website”) and follow the online instructions to play for a chance to win a prize (a “Play”).

(b) QR Code: Use your smart phone or other web-enabled device with data plan to scan the Instant-Win Game quick response (“QR”) code featured on signs or promotional materials at participating stores with the QR reader application already installed on your phone. You will be directed to a mobile Web page at BabeWineSpinToWin.com where you may follow the online instructions to play for a chance to win a prize (also a “Play”).

During the Instant-Win Game Period, randomly-selected times will be chosen by Administrator, whose decisions are final in all matters relating to this Instant-Win Game. The first participant who completes a Play in accordance with these Official Rules on or immediately after a randomly-selected time will win one (1) of thirty-one (31) Instant-Win Prizes (each an "Instant-Win Prize") (subject to verification). See Rule #5 and #6 for Instant-Win Prize details. If your mobile phone, tablet or computer screen displays a prize-winning message, you are a winner of the Instant-Win Prize indicated (subject to verification). If your mobile phone, tablet or computer screen does not display a prize-winning message, you are not a winner of an Instant-Win Prize. All Plays must be received and/or recorded during the Instant-Win Game Period. Administrator's official judging organization's computer is the official time keeping device for this Instant Win Game. No other forms of Play are valid. Limit one (1) Play per person per day, for a maximum of up to ten (10) Plays during the Instant-Win Game Period, until he/she has won a Prize. A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. EST and ending on the same day at 11:59:59 p.m. EST.

Automated entries are prohibited and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses, nor use any other device or artifice, to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple email addresses under multiple identities, or uses any device or artifice to register multiple times, will be disqualified and forfeits all prizes won, in Sponsor's sole discretion. Multiple entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Instant Win Game and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered an entrant, and must comply with these Official 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. Potential winners may be required to show proof of being the authorized account subscriber. The Sponsor ran a similar Instant-Win Game from January 14, 2022 to April 30, 2022 ("Phase 1 of BABE Wine Spin to Win") as well as an Instant-Win Game from May 1, 2022 to August 31, 2022 ("Phase 2 of BABE Win Spin to Win"). If you were deemed "ineligible" in Phase 1 and/or Phase 2 of BABE Wine Spin to Win, you will also be deemed ineligible to participate in this Instant-Win Game.

5. WINNER NOTIFICATION AND PRIZE CLAIM VERIFICATION:

Odds of winning depend on the date/time of entry, the number of prizes remaining available at the time of entry and number of eligible Plays received. The number of prizes available to be won will diminish as they are awarded. Winners will be notified at the time of playing as outlined in Rule #3. Sponsor is not responsible for suspended or discontinued Internet, landline or wireless service which may result in potential winner not receiving initial prize notification. Winner may be required to complete an online prize claim form. If the prize claim form is not completed and submitted as instructed within the notification message, winner will not be further contacted and such prize will be forfeited and may be awarded to an alternate potential winner. Winner may be required to complete, sign and return an affidavit of eligibility and liability and, unless prohibited by

law, publicity release within three (3) days of prize acceptance. If Sponsor cannot verify that a potential winner is twenty-one (21) years of age or older prior to winner notification, then the applicable potential winner will be disqualified and the prize may be awarded to an alternate potential winner. In the event of noncompliance within any of these time periods, prize will be forfeited and an alternate potential winner 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 Administrator as undeliverable will result in disqualification and the prize will be forfeited and the awarding of that prize to an alternate potential winner. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Limit one (1) Prize per person.

6. PRIZE DETAILS:

Quantity	Prize	ARV per Prize
1	\$400.00 Airline Gift Card, card terms and conditions apply	\$400.00
3	BABE Cooler	\$198.00
4	\$100.00 Ride Share Gift Card, card terms and conditions apply	\$100.00
5	\$100.00 Retail Gift Card, card terms and conditions apply	\$100.00
5	\$100.00 Online Retail Gift Card, terms and conditions apply	\$100.00
3	\$50.00 Food Delivery Service Gift Card, card terms and conditions apply	\$50.00
10	Beanie Coolie Prize Pack consisting of 2 Beanies and 6 Coolies	\$13.00

If a winner cannot accept prize as specified, applicable prize will be forfeited and awarded to an alternate winner. Total ARV of all prizes is \$2,674.00. 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 winners 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.

If Sponsor so elects, each 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, each 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 may be 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 Instant-Win Game 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, BABE Wine, 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, BABE Wine, LLC, Administrator and their 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 Instant-Win Game 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 Instant-Win Game, 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 Instant-Win Game. Should any portion of Instant-Win Game 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 Instant-Win Game, or submission of entries, Sponsor and Administrator reserves the right at its sole discretion to suspend, modify or terminate the Instant-Win Game, 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. 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. LIMITATIONS OF LIABILITY:

Instant-Win Game materials are void if not obtained through authorized, legitimate channels, or if any part is defective, altered, duplicated, photocopied, forged, counterfeited, mutilated or tampered with in any way, or if Instant-Win Game materials contain or are the result of a printing, seeding, typographical, mechanical or other error(s), or do not contain proper security devices. No more than the stated number of prizes will be awarded. In event that production, seeding, printing or any other reason(s) cause more than stated number of prizes, as set forth in these Official Rules, to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes (previously not awarded) by random drawing from among all legitimate eligible prize claimants.

11. DISPUTES:

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 Instant-Win Game, 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.

12. PRIVACY POLICY:

Please see Sponsor's privacy policy located at <https://drinkbabe.net/pages/privacy-policy> for details regarding the use of personal information collected in connection with this Instant-Win Game. If you are verified as the Instant-Win Game winner, your first name, last initial, city and state may be included in a publicly-available winner's list.

13. WINNER'S LIST:

For a winner's list, [click here](#). The winner's list will be posted for sixty (60) days after winner confirmation is complete.

14. SPONSOR:

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

BABE Wine, LLC, 47 West 14th Street, 3rd Floor, New York City, New York 10011.

15. ADMINISTRATOR:

Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

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