

OFFICIAL RULES

August Schell Brewing Company's 2023 Lake Escape Getaway Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN THE GRAND PRIZE. A PRODUCT PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING THE GRAND PRIZE. PARTICIPATION IN THE DRAWING SHALL BE DEEMED ACCEPTANCE OF THESE RULES. WRITTEN COPIES OF THESE RULES MAY BE OBTAINED BY SUBMITTING A WRITTEN REQUEST TO AUGUST SCHELL BREWING CO., 2023 LAKE ESCAPE GETAWAY DRAWING RULES, 1860 SCHELL ROAD, NEW ULM, MN 56073.

1. To Enter: There is one way to enter (the "Drawing") for the Grand Prize:
 - a. Scan a QR code at participating retailers and on Lake Escape product containers; and, proceed to the website to enter.
 - b. You may enter by sending a photograph of yourself with any August Schell Brewing Company item or article of clothing identifying August Schell Lake Escape, and postcard with your name, address, phone number and email to 1860 Schell Road, Attn: Lake Escape Getaway Drawing, New Ulm, Minnesota 56073.
 - c. This is a drawing and Sponsor is not responsible for printing or typographical errors in any drawing related materials, late, lost, or misdirected mail or transactions that are lost, failed to be entered into the processing system or are processed or transmitted late. All entries must comply with these Rules and with the Terms of Service provided by each social media platform. All entries will be deemed to have been submitted by the authorized subscriber of the e-mail address or account used to enter the Drawing. Winners from this entry category will be chosen through a random drawing held on September 1, 2023. Winners in this category will be awarded a silver can.

All entries must be received between by 11:59:59 p.m. (CDT) August 31, 2023.

2. There will be one (1) grand prize winner chosen through a random drawing held by Sponsor on August 10, 2023. Sponsor shall be the sole determiner of the winner and whether an entry is eligible. All decisions by Sponsor are final. By submitting any information to Sponsor, you hereby grant to Sponsor and its affiliates, subsidiaries, licensees and assigns, an irrevocable, perpetual and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the submitted information in any and all media, whether now known or hereinafter created, throughout the World and for any purpose. You also acknowledge and intend that Sponsor may send you information or advertisements about its products from time-to-time using the information you submit. You

understand and intend that any information submitted by you to Sponsor may be available for viewing, rating, review and comment on by the public, and understand that comments or ratings with which you disagree or are displeased by may be published or otherwise become associated with any information you submit to Sponsor. By submitting any information to Sponsor, you hereby waive any privacy expectations that you may have with respect to any such information submitted by you to Sponsor. Information submitted by you to shall be the property of Sponsor, and Sponsor shall have no obligation to preserve, return or otherwise make available to you or others any information so submitted. You hereby agree to hold Sponsor and its affiliates, subsidiaries, licensees sponsors and assigns harmless from and against, and hereby waive any right to pursue, any claims of any nature arising in connection with the inclusion in, publication via or display on any Sponsor site, or any other use authorized under these Rules, of any information submitted to Sponsor by you.

3. Notification: Any potential winner will be contacted via e-mail or phone. You are not a winner until Sponsor determines you have complied with these Rules and are eligible for the Drawing.

4. Eligibility: Drawing is open to all legal residents in the states of IOWA, MINNESOTA, NEBRASKA, SOUTH DAKOTA, NORTH DAKOTA AND WISCONSIN. You must be 21 years of age at the time of entry. Void in all other states and where prohibited by law. Employees, officers, directors and their immediate family (spouses and parents, siblings, children and each of their spouses) of Sponsor, and each of their affiliates, subsidiaries, advertising agencies, and any other person or company involved with the sale or distribution of Sponsor's products or the design, production, execution or distribution of the Drawing is not eligible to enter.

5. Release: Each winner releases the Sponsor, and each of its parents, subsidiaries, affiliates, officers, directors, agents, and employees from any responsibility or liability in connection with any loss, accident, or death incurred in connection with the use of the prize won in the Drawing. The winners hereby consent to the use of their name and/or likeness by the Sponsor for advertising purposes without additional compensation unless prohibited by law. The verified prize winners and/or prize winners' legal guardian will be required to sign and return to Sponsor, within ten (10) days of receipt, an Affidavit of Eligibility and a Publicity/Liability Release unless prohibited by law. Failure to comply may result in disqualification and the selection of an alternate winner. The Drawing is not meant to convey any endorsement of any product or service.

6. Taxes: Any tax liabilities are solely the responsibility of the winners and the winners will be required to provide their social security number or tax payer identification number for tax purposes. All federal, state, local, municipal, and provincial laws and regulations apply.

7. Prize: The grand prize winner will be awarded one (1) AirBnB gift card with a \$1,000.00 value. The approximate retail value of the prize is \$1,000.00. Sponsor reserves the

right to substitute, in whole or in part, the prizes and the prizes may be limited in quantity in Sponsor's sole discretion.

8. General: Sponsor shall be deemed sole interpreter of the rules and conditions. By participating, entrants acknowledge and agree to be bound by these rules and that the decisions of the Sponsor are final. Prize components are not exchangeable, transferrable or redeemable for cash. Prices shown are estimated retail prices, and actual prices may vary. Sponsor does not make and is not responsible for any warranties (including implied warranties of merchantability or of fitness for a particular purpose) or any guaranty with regard to any prize or portion thereof. In the event of unavailability of stated prize(s) or component(s) thereof. Sponsor reserves the right, in its sole discretion, to cancel, terminate or suspend this Drawing should viruses, bugs, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper play of the Drawing.

9. Winner's List: To obtain the name of the Drawing winners, send a self-addressed, stamped envelope to "Winner", August Schell Brewing Company's 2023 Lake Escape Getaway Drawing, 1860 Schell Road, New Ulm, MN 56073, which must be received by December 31, 2023.