

THE FOLLOWING PROMOTION IS INTENDED FOR VIEWING IN THE UNITED STATES ONLY AND SHALL ONLY BE CONSTRUED ACCORDING TO UNITED STATES LAW.

MICHELOB ULTRA® EXTRA MILE REWARDS CHALLENGE - OFFICIAL RULES

1. NO PURCHASE NECESSARY.

2. The “Michelob ULTRA Extra Mile Rewards Challenge” (“Promotion”) is open to residents of the United States who are 21 years of age or older. You should consult with your physician before participating in the Promotion via the MapMyFitness Website or App method of entry. By participating in the Promotion, you agree to all physical risks and damages that may arise therefrom. Void where prohibited.

3. The Promotion begins at 12:00:00 a.m. Central Daylight Time (“CDT”) on September 7, 2016 and ends at 11:59:59 p.m. Central Standard Time (“CST”) on November 30, 2016 (“Promotion Period”). Sponsor’s designated official judging organization’s computer is the official time keeping device for this Promotion.

The Promotion consists of three (3) separate prize tiers (each a “Prize Tier”): Grand Prize Tier; Weekly Prize Tier; and Milestone Prize Tier.

Applicable to the Weekly Prize Tier only: The Promotion Period is divided into twelve (12) weekly entry periods (each a “Week”) as outlined in the chart below. Each Week begins at 12:00:00 a.m. on the start date listed below and ends at 11:59:59 p.m. on the end date listed below (CDT/CST depending on day and time).

Week	Start Date	End Date	Mail-in Entry Postmarked-By Date	Mail-in Entry Received-By Date	Drawing Date
1	09/07/16	09/12/16	09/12/16	09/19/16	09/20/16
2	09/13/16	09/19/16	09/19/16	09/26/16	09/27/16
3	09/20/16	09/26/16	09/26/16	10/03/16	10/04/16
4	09/27/16	10/03/16	10/03/16	10/10/16	10/11/16
5	10/04/16	10/10/16	10/10/16	10/17/16	10/18/16
6	10/11/16	10/17/16	10/17/16	10/24/16	10/25/16
7	10/18/16	10/24/16	10/24/16	10/31/16	11/01/16
8	10/25/16	10/31/16	10/31/16	11/07/16	11/08/16
9	11/01/16	11/07/16	11/07/16	11/14/16	11/15/16
10	11/08/16	11/14/16	11/14/16	11/21/16	11/22/16
11	11/15/16	11/21/16	11/21/16	11/28/16	11/29/16
12	11/22/16	11/30/16	11/30/16	12/07/16	12/08/16

4. Two (2) Ways to Enter:

(a) MapMyFitness Website or App.

Step 1: Create an Account. You must create a MapMyFitness account (“Account”) through the free MapMyFitness application (“App”) or at mapmyfitness.com/challenges/MichelobULTRAExtraMileRewardsChallenge (“Website”) if you are not already a MapMyFitness registered member. To create an Account via the Website, visit mapmyfitness.com/challenges/MichelobULTRAExtraMileRewardsChallenge or through the link available at www.Michelobultra.com/theextramile (also the “Website”). To create an Account via the App, launch the free App on your smart phone or tablet device and follow the instructions to register. If you do not already have the app installed on your phone or tablet device, download the free MapMyFitness app from the Apple App Store (IOS Download: <https://itunes.apple.com/us/app/map-my-fitness-gps-workout/id298903147?mt=80>) or the Google Play Store (Android Download: <https://play.google.com/store/apps/details?id=com.mapmyfitness.android2>).

Limit one (1) Account per person. Sign up with email or by using your Facebook account. In order to sign up with your Facebook account, you must be a registered user Facebook. Facebook registration is free and can be obtained by logging on to www.facebook.com and following the online instructions to open a Facebook account. If you downloaded the App on your smart phone or tablet device, you may incur message or data charges from your wireless service provider for messages or data sent/received. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

Step 2: Sign in to the App or Website and join the Michelob ULTRA Extra Mile Rewards Challenge. Visit mapmyfitness.com/challenges/MichelobULTRAExtraMileRewardsChallenge.

Step 3: Log your 20-minute workout(s) to receive entry(ies) as further described below.

Weekly Prize Tier: Log one (1) 20-minute workout to receive one (1) entry into the Weekly Prize Tier random drawing for the corresponding Week in which you logged your workout. Limit one (1) entry into a Weekly Prize Tier random drawing per person/Account per Week, regardless of entry method.

Grand Prize Tier: Log a minimum of twenty (20) 20-minute workouts, during the Promotion Period, to receive one (1) entry into the Grand Prize Tier random drawing. Limit one (1) entry into the Grand Prize Tier random drawing per person/Account, regardless of entry method.

Milestone Tier: For each of the following activities you will receive one (1) badge: Logged 5 workouts; Logged 10 workouts; Logged 20 workouts; Log a 3 mile run/walk/hike/ride; Log a Pilates or Yoga class; and/or Log a 20-minute workout out on Saturday and Sunday (of a single weekend). For each badge you earn, you will receive one (1) entry into the Milestone Prize Tier random drawing. Limit six (6) entries into the Milestone Prize Tier random drawing per person/Account, regardless of entry method.

(b) Mail-In: Hand print your name, address, zip code, daytime telephone number, email address and age and provide your signature (your signature certifies that you are 21 years of age or older and that you have read and agree to the Official Rules) on a 3" x 5" card and mail to: Michelob ULTRA Extra Mile Rewards Challenge, PO Box 750047, Dept. 688-70059, El Paso, TX 88565-0047. You must hand print "Weekly Prize Tier" or "Grand Prize Tier" or "Milestone Prize Tier" on the outside of the back of the envelope to indicate the random drawing you wish to enter. For the Weekly Prize Tier: All Mail-In entries must be postmarked by and received by the dates listed in Rule #3 to be eligible for a corresponding Weekly Prize Tier random drawing. For the Grand Prize Tier and the Milestone Tier: Mail-In entries must be postmarked by November 30, 2016 and received by December 7, 2016. Limit one (1) entry per envelope. No mechanically reproduced or photocopied entries permitted.

Regardless of method of entry: Limit one (1) entry into a Weekly Prize Tier random drawing per person/Account per Week. Limit one (1) entry into the Grand Prize Tier random drawing per person/Account. Limit six (6) entries into the Milestone Tier random drawing per person/Account, regardless of entry method. No other forms of entry are valid.

5. Anheuser-Busch, LLC ("Sponsor"), Under Armour, Inc., its affiliates, subsidiaries, and agencies are not responsible for illegible, lost, late, damaged, incomplete, misdirected, unintelligible, returned or undelivered entries, telephone calls, emails 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 Promotion 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 the Website's terms of service, as solely determined by the Sponsor, will be disqualified. Sponsor and its agencies 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 Promotion, 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. Neither the Sponsor nor its agencies are responsible for injury or damage to participant's or any other person's computer, wireless device and/or property related to or resulting from participating in this Promotion. Should any portion of the Promotion be, in the Sponsor'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 Promotion, or submission of entries, Sponsor reserves the right, at its sole discretion, to suspend, modify or terminate the Promotion, and randomly select the winners from valid, non-suspect entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. 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.

6. Weekly Prize Tier Random Drawings: Weekly Prize winners will be selected in a random drawing to be held on or about each Drawing Date listed in Rule #3 from among eligible entries received for the corresponding Week. See Rule #10 for prize breakout per Week. Entries will not carry forward to subsequent Weekly Prize Tier Random Drawings. Odds of winning a Weekly Prize depend upon the number of eligible entries received per corresponding drawing.

Grand Prize Tier Random Drawing: Five (5) Grand Prize winners will be selected in a random drawing to be held on or about December 8, 2016 from among eligible entries received for the Grand Prize Tier. Odds of winning a Grand Prize depend upon the number of eligible entries received for the Grand Prize Tier.

Milestone Prize Tier Random Drawing: Five (5) Milestone Prize winners will be selected in a random drawing to be held on or about December 8, 2016 from among eligible entries received for the Milestone Prize Tier. Odds of winning a Milestone Prize depend upon the number of eligible entries received for the Milestone Prize Tier.

All drawings will be conducted by an independent judging agency, whose decisions are final in all matters relating to this Promotion. Winners may not substitute or transfer prize, but Sponsor reserves the right to substitute prize with a prize of equal or greater value. Limit one (1) Grand Prize per person. Limit one (1) Weekly Prize per person. Limit one (1) Milestone Prize per person.

7. All prizes will be awarded (up to 3 attempts per prize as described herein). Winners will be notified by email and will be required to respond to the notification within seventy-two (72) hours indicating whether he/she can accept the prize and/or to capture his/her name and address. If no response is received within the time allotted, an alternate winner will be selected. Sponsor will attempt to award a particular prize three (3) times. If the originally selected winner and two (2) alternates do not respond to

Sponsor's email as indicated above, the prize will be forfeited and deemed "unclaimed". Unclaimed prizes will not be awarded. Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service which may result in a potential winner not receiving initial prize notification. Winners may will be required to complete, sign and return an affidavit of eligibility and liability and publicity release within seven (7) days of prize acceptance. In the event of noncompliance within any of these time periods, prize will be forfeited and an alternate winner selected (up to 3 attempts as described above). Any alternate winners 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 winner (up to 3 attempts as described above).

8. Employees and the immediate families of employees of Anheuser-Busch, LLC, its affiliates and subsidiaries, and employees and the immediate families of their wholesale distributors, advertising and promotion agencies, retail licensees, and Under Armour Inc. are ineligible. This Promotion is void where prohibited by law and is subject to federal, state and local regulations. Taxes on prizes, if any, are solely the responsibility of the individual winner.

9. 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.

10. Grand Prize (5): One (1) Beats by Dre Pill Speaker and one (1) \$200 Under Armor gift card. Gift card subject to terms and conditions as set by issuer. Approximate Retail Value ("ARV"): \$473.00.

Weekly Prize (400 total. 32 per Week for Weeks 1 through 11; and 48 for Week 12): One (1) \$25 Under Armour gift card and one (1) SIGG water bottle. Gift card subject to terms and conditions as set by issuer. ARV: \$52.13.

Milestone Prize (5): UA Band. ARV: \$180.00.

Applicable to all Prizes: Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. If winner cannot accept prize as specified, prize may be forfeited (as stated in Rule #7). Total ARV of all prizes is up to \$24,117.00. Any difference between stated value and actual value at the time the prizes are awarded will not be awarded.

11. By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, and Under Armour, Inc. harmless from any and 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. By participating in this Promotion, participants agree to be bound by the Official Rules of this Promotion.

12. For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Michelob ULTRA Extra Mile Rewards Challenge Winner's List Request, 10 South 5th Street, 7th Floor, Dept. 688-70059, Minneapolis, MN 55402, for receipt by January 31, 2017.

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