

Jägermeister Deer & Beer Sweepstakes

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING SWEEPSTAKES IS VALID ONLY IN THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA, AND IS OPEN ONLY TO QUALIFIED PERSONS (AS DEFINED IN THE RULES BELOW) WHO ARE TWENTY-ONE (21) YEARS OF AGE OR OLDER AS OF THE DATE OF ENTRY. VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE SWEEPSTAKES IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

Sweepstakes Name: Jägermeister Deer & Beer Sweepstakes (the “Sweepstakes”).

Sweepstakes Dates: Sweepstakes registration is scheduled to begin at 12:00:00am Eastern Time (“ET”) on 5/3/2021 and end at 11:59:59pm ET on 8/31/2021 (the “Registration Period”). The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void outside of the fifty (50) United States and District of Columbia, and wherever prohibited or restricted by law.

Who may Enter: Sweepstakes is open only to legal residents of the fifty (50) United States and District of Columbia, who are age twenty-one (21) years of age or older as of date of entry, and have a valid U.S. driver’s license or government-issued photo ID, except the following persons who are not eligible to enter or win:

- (a) Employees, officers, and directors of **Mast-Jägermeister, US, Inc.** (“Sponsor”), Mast-Jägermeister SE, Mast-Jägermeister US Holding, Inc., **Million Dollar Media, LLC** (the “Sweepstakes Administrator”), any alcoholic beverage retailer, and each of the foregoing’s respective franchisees, owners, employees, contractors, parents, affiliated companies, subsidiaries, distributors, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this promotion (collectively, “Released Parties”), and the members of the immediate families or households, whether or not related, of any of the above. “Immediate family members” includes, for purposes of this promotion, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grandchildren (including step grandchildren) and each of their respective spouses, regardless of where they reside.

How to Enter: Visit <https://www.jagermeister.com/en-US/deer-and-beer> during the Registration Period. Follow the online entry instructions provided to be entered into the grand prize drawing. Each entrant must fully complete the online registration page with all required information. After having read and agreed to these Official Rules, click the submit button to submit your online entry. All online entries must be fully complete for all required information, and must be received by 11:59:59 pm ET on 8/31/2021 to be eligible.

Any available opt-in opportunities are not required to enter the Sweepstakes, and opting-in will not improve your chances of winning. By participating and submitting an entry, contestant agrees that sponsor and participating parties are authorized to contact entrant via email, phone, mail or any other form of media to make contestant aware of information pertinent to the Sweepstakes, and to distribute information regarding the Sponsor(s) featured products, special events or future contests, promotions or offers. Contestants may opt-out of any further email communication at any time by simply replying REMOVE to any email message, or following the provided opt-out instructions.

Maximum of one entry per person during the Registration Period. Any incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information for any reason including programming or technical errors, or effects of hackers or failure of any electronic equipment, computer or cellular transmissions and/or network connections; all of which will be disqualified.

Each participant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person’s email address, name or mobile number will be disqualified and ineligible to claim any prize. Any attempt by any participant to obtain more than the stated number of entries allowed by using same, multiple/different mobile numbers, identities, or any other methods void that participant’s entries and that participant

may be disqualified. No mechanically-reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void. All entries received become the property of the Sponsor and will not be returned.

In the event of a dispute as to any email registration, the authorized account holder of the email address used to register will be deemed to be the registrant and he/she must be eligible according to these Official Rules. The "authorized email account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address.

By registering to enter Sweepstakes, you affirm that you have read and accepted these Official Sweepstakes Rules. All entrants agree to be bound by and abide by the official rules of the Sweepstakes.

Prize Drawing – Winner Selection & Notification (maximum of 50): At the end of the Registration Period, the Sweepstakes Administrator shall conduct a random prize drawing from among all eligible entries received to select fifty (50) potential winners (each a 'Potential Winner'). If eligible entries are less than the scheduled number of prizes, then associated prizes shall not be awarded. **There is a maximum of one prize per person and per household in this Sweepstakes.**

Potential Winners will be notified initially by phone and/or email following his/her selection. If the Sweepstakes Administrator is unsuccessful in its attempt to reach and speak directly with a Potential Winner by phone within 48-hours of the initial attempt to the phone or email address associated with his/her entry, then that contestant may be disqualified and an alternate Potential Winner may be randomly selected from among the remaining eligible entries and notified as per the procedures outlined above (*time permitting*). **Note: phone messages will not be left during the winner notification process.**

During winner notification, each Potential Winner must confirm their eligibility, and indicate their willingness to accept the associated prize award, as designated by Sweepstakes Administrator (see below). The Potential Winner will then receive official notification via email and will be required to complete and return within five (5) days of receipt of prize acceptance document including affidavit of eligibility and liability/publicity release form.

If a selected Potential Winner does not meet the eligibility requirements or elects to decline the prize, s/he will be disqualified and, at Sponsor's discretion and time permitting, an alternate Potential Winner will be randomly selected from among all remaining eligible entries and notified as per the procedures outlined above. Any disqualified contestant will not receive any alternate prize substitution or compensation.

Decisions of the Sponsor and Sweepstakes Administrator in the selection and determination of prize winners, associated prize assignments and all matters relating to this Sweepstakes are final and binding. Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, finalist will not receive any other prize substitution or compensation, and the prize will remain the property of Sponsor and will not be awarded, except as provided herein.

All of the following will apply to each prize winner: 1) Winner will be required to complete and return, within 5-days of date of receipt, a prize acceptance form, including an affidavit of eligibility and a liability/publicity release signed by the winner (and grand prize winner's travel guests, age 21 or older) publicity release where permitted; and a W-9 form if prize value exceeds \$600; 2) Winner may be required to present a copy of a valid social security card and a valid driver's license as a condition of participating or receiving any prize; and 3) Winner will be issued a 1099 form reflecting the value of the grand prize award and is responsible for paying all applicable taxes (including, but not limited to all local, state and federal taxes) on all prizes awarded.

Grand Prize Award (maximum 50): Each eligible entrant designated as a grand prize winner shall be awarded the following prize: one (1) cooler with Bluetooth speakers, with an approximate retail value (ARV) of \$159.99.

No alcoholic beverage is part of any prize award. Winners must accept delivery of prize in the manner as solely determined and designated by Sponsor or Sweepstakes Administrator. Prize shall be considered as delivered once shipped or delivered Sweepstakes Administrator, and Sponsor and Sweepstakes Administrator shall not have any responsibility for the replacement of any delayed, lost or stolen delivery by any carrier (*i.e. USPS, UPS, etc.*), or any lost or stolen prize for any reason.

Prize does not include any other costs or expenses associated with prize redemption, delivery or use. All federal, state and local taxes are the winner's sole responsibility. All prizes are awarded as is, without any warranty, express or

implied, by Sponsor. All prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of comparable or greater value, at its sole discretion. All properly claimed prizes will be awarded. Any unclaimed prizes will not be awarded. ARV of all available prize awards: \$7,999.50.

Additional Rules & Restrictions: By participating, entrants agree to abide by and be bound by the Official Rules and the decisions of the Sponsor and Sweepstakes Administrator, which shall be final in all matters relating to this Sweepstakes. In the event an entrant wins a prize and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in Sweepstakes constitutes permission for the Sponsor, the Released Parties and their designees to use entrants' names, likenesses, images, biographical information, and cities and states of residence for purposes of advertising and trade in any and all media now or hereafter known worldwide in perpetuity without limitation or further compensation, notification or permission, unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

By participating, entrants agree to hold all Released Parties harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel or activity related thereto), and to assume all liability therefor.

Released Parties shall not be liable to winner or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' sole control.

Participants are restricted to use of ordinary and typical computer equipment, mobile phone equipment, Internet access and cellular networks. Sponsor disclaims all liability for the inability of a participant to complete or continue an entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Sponsor's control, or otherwise. The Sponsor disclaims any liability for entries not received due to technical difficulties or transmission errors. The Sponsor disclaims all liability for any delays, mis-delivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Sweepstakes, and any injury or damage to entrant's or any other person's computer or mobile phone related to or resulting from participating in or downloading any information necessary to participate in the Sweepstakes. Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Sweepstakes, including, without limitations, errors which may occur in connection with the printing or advertising of this Sweepstakes, administration or execution of the Sweepstakes, the cancellation of the game, the processing of entries or in the announcement of the prizes or prize winners. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Sweepstakes website.

Sponsor reserves the right to cancel, modify or terminate the Sweepstakes if fraud, misconduct or technical failures destroy or threaten the integrity of this portion of the Promotion, in the opinion of the Sponsor/Sweepstakes Administrator, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Sweepstakes as determined by Sponsor/Sweepstakes Administrator, in their sole discretion. In the event of early termination of the Sweepstakes, Sponsor reserves the right to determine any prize winners in a random drawing from among all eligible, non-suspect entries received as of the time/date of such termination.

IN CASE OF DISPUTES: By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New York; (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, and in no event will entrant be entitled to received attorneys' fees or other legal costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, 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 entrant and Sponsor in connection with this promotion, shall be governed

by, and construed in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New York or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New York.

DISCLAIMER OF WARRANTIES: THE SPONSOR IS PROVIDING THE SWEEPSTAKES ON AN “AS IS” AND “AS AVAILABLE” BASIS. THE SPONSOR DOES NOT REPRESENT OR WARRANT THAT THE SWEEPSTAKES OR THE TECHNOLOGY USED TO PROVIDE IT: (I) WILL BE UNINTERRUPTED OR SECURE; (II) WILL BE FREE OF DEFECTS, INACCURACIES OR ERRORS; OR (III) WILL MEET YOUR REQUIREMENTS OR ENABLE YOU TO PARTICIPATE IN IT. THE RELEASED PARTIES MAKE NO WARRANTIES OTHER THAN THOSE MADE EXPRESSLY IN THESE RULES, AND HEREBY DISCLAIM ANY AND ALL IMPLIED WARRANTIES, INCLUDING, WITHOUT LIMITATION, WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY AND NON-INFRINGEMENT.

Odds: Odds of being selected as a grand prize winner are dependent upon the total number of eligible entries received.

Official Rules & Winners List: For a copy of these Official Rules, or the name of prize winners, send a self-addressed, stamped envelope to be received by 10/31/2021 to: Jägermeister Deer & Beer Sweepstakes, P.O. Box 278, Woodbridge, NJ 07095. PLEASE SPECIFY which you are requesting, official rules or winners list.

Sponsor: This Sweepstakes is sponsored by Mast-Jägermeister US, Inc., 10 Bank Street, Suite 900, White Plains, NY 10606.

Sweepstakes Administrator: The Sweepstakes is administered by Million Dollar Media, LLC, P.O. Box 278, Woodbridge, NJ 07095.