

**CAPTAIN MORGAN
CAPTAIN'S CHALLENGE CONTEST
AGREEMENT TO RULES**

NO PURCHASE NECESSARY.

MUST BE LEGAL U.S. RESIDENT, 21 OR OLDER WHO IS NOT AN EMPLOYEE OR OWNER OF DIAGEO AMERICAS, INC., ITS AFFILIATES, PRINTERS, AGENCIES (INCLUDING ADMINISTRATOR), ALCOHOL BEVERAGE SUPPLIERS, IMPORTERS, WHOLESALERS, DISTRIBUTORS OR RETAILERS. VOID WHERE PROHIBITED.

1. OVERVIEW:

The Contest will be offered at promotional events as follows:

Date	Home City/Promotional Event Location	Guest City
9/13	Knoxville, TN	Athens, GA
9/20	Bloomington, IN	Champaign, IL
10/4	Gainesville, FL	Austin, TX
10/11	Auburn, AL	Athens, GA
10/18	Columbia, SC	Norman, OK
11/1	Gainesville, FL**	Athens, GA
11/15	College Station, TX	Columbia, SC

**On 11/1, the promotional event will instead take place in Jacksonville, FL.

At each promotional event, the Home City and Guest City will be represented by multiple teams of 4 persons. Teams compete against each other by completing an interactive puzzle. If the puzzle is completed within the allotted time period, the team will receive (1) point for the corresponding City. At the end of the promotional event, the City which has more points will advance. The advancing City with the highest point total from among all promotional events is the winning City.‡ Sponsor will post the name of the winning City online and/or on the CAPTAIN MORGAN brand's official social media accounts. The winning City will not receive any prize other than bragging rights.

Tie-Breaker: Should both the Home City and Guest City at a given promotional event have the same point total or if more than (1) advancing City from all promotional events has the same highest point total, the tie will be broken via random drawing among the tied Cities.

‡For Athens, GA; Columbia, SC; Gainesville, FL – the point score from previous promotional event(s) will NOT be carried forward to later promotional event(s). Should [1] (or more) of these Cities advance more than once, the City at a given promotional event – NOT the City itself --

will be deemed to advance.

2. REGISTRATION:

- a. You must provide valid, government-issued photo identification (e.g., driver's license or passport) to access the promotional event.
- b. Complete the registration form with all required information. Select the Home City or Guest City. Check the box indicating your agreement to these Rules and Administrator's decisions which are final and binding. IF THIS BOX IS NOT CHECKED, YOUR REGISTRATION FORM WILL NOT BE ACCEPTED. A notification will be issued if registration form is accepted.
- c. Where legal, you agree to Sponsor recording/using your name, photo, likeness and other indicia of your identity for marketing, trade, commercial purposes without notification or compensation.
- d. Between designated times at Event, all 4 members of a given team must line up in an orderly manner as directed by Administrator. If and when called by Administrator, each member of a given team must show the notification. Only teams called by Administrator will have the opportunity to participate in the Contest. The line-up will determine the order in which teams are selected to take part in the Contest.
- e. Registration information will only be used for purposes of Contest administration. For more information, please review Diageo's Privacy & Cookie Notice at https://footer.diageohorizon.com/dfs/assets/www.captainmorgan.com/PrivacyPolicy_uen.html?locale=uen-us and Diageo's Conditions of Use at https://footer.diageohorizon.com/dfs/assets/www.captainmorgan.com/TnC_uen.html?locale=uen-us. In the event of any discrepancy between the privacy and cookie notice and these Rules, the privacy and cookie notice shall control and govern; in the event of any discrepancy between the conditions of use and these Rules, the conditions of use shall control and govern.
- f. ALL 4 MEMBERS OF A TEAM MUST BE READY TO PARTICIPATE IN THE CONTEST WHEN CALLED BY ADMINISTRATOR TO DO SO. ADMINISTRATOR WILL NOT "HOLD" A TEAM'S SPOT OR DELAY THE CONDUCT OF THE CONTEST TO ACCOMMODATE ANY TEAM. IN SUCH CASE, THE TEAM MEMBERS WILL FORFEIT THE OPPORTUNITY TO PARTICIPATE IN THE CONTEST.
- g. THE OPPORTUNITY FOR A TEAM TO PARTICIPATE IN THE CONTEST IS OFFERED ON A FIRST COME-FIRST SERVED BASIS AND IS NOT GUARANTEED, WITH SPONSOR AND ADMINISTRATOR DISCLAIMING ANY AND ALL LIABILITY IN CONJUNCTION THEREWITH.

3. CONTEST PARTICIPATION:

- a. At Administrator's signal, the team will attempt to solve the puzzle. Administrator will time the team's attempt, with Administrator's clock being final and binding.
- b. No practice attempts or do-overs are permitted: a team must attempt to solve the puzzle once Administrator gives the signal.
- c. No outside equipment or materials may be used in solving the puzzle.
- d. If a team's effort to solve the puzzle is interrupted due to some action or occurrence beyond Administrator's/Sponsor's control, Administrator may (or may not) in its sole discretion pause or re-set the clock on a case-by-case basis.
- e. Failure to follow all instructions of Administrator will result in disqualification of team.
- f. Team will be disqualified in Administrator's sole discretion if Administrator determines that team member(s) is/are [i] engaging in abusive, anti-social or rambunctious or threatening behavior of any kind; [ii] engaging in conduct which is prohibited at the promotional event or engaging in illegal conduct of any kind; [iii] tampering with the puzzle in any way including photographing the puzzle prior to attempting to solve it; [iv] attempting to cheat or defraud the Sponsor or Administrator in any way; [v] photographing/recording the Contest or other activities at a promotional event without first obtaining written permission of Administrator.
- g. Sponsor and Administrator disclaim any and all liability for technological error, failure or malfunction of any kind which in any way affects the implementation of the Contest including team registration, awarding of points to Cities or the announcement of winning City.
- h. Should the Contest not be conducted as planned at (1) or more promotional events due to causes beyond Sponsor's reasonable control (e.g., inclement weather, demonstration, government action), Sponsor will endeavor to conduct the Contest at that promotional event, to the extent feasible. Sponsor and Administrator disclaim any and all liability in conjunction therewith.
- i. Sponsor further reserves the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Contest at any time without notice or further obligation.

Sponsor: Diageo Americas, Inc., New York, NY

Captain Morgan Rum Co., New York, NY.

DRINK RESPONSIBLY. CAPTAIN'S ORDERS!