

SAS REVISIONS 8.25

SPIRITS INSIDERS MEMBER SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. OPEN ONLY TO LEGAL U.S. RESIDENTS, 21 YEARS OF AGE OR OLDER, WHO RECEIVED AN EMAIL INVITATION DIRECTLY FROM ADMINISTRATOR ON BEHALF OF SPONSOR. YOU MUST HAVE INTERNET ACCESS AND BE A CURRENT MEMBER OF SPIRITS INSIDERS TO ENTER THE SWEEPSTAKES. SWEEPSTAKES IS NOT OFFERED TO THE GENERAL PUBLIC. VOID WHERE PROHIBITED.

Administrator: MARU Group, 20 N. Wacker Drive, Suite 1400, Chicago, IL 60622

- HOW TO ENTER:** Beginning September 7, 2016 at 12:00:00 PM (ET) through June 6, 2017 at 11:59:59 AM (ET) (“Promotion Period”) **SPIRITS INSIDERS** members will receive an email invitation from Administrator on Sponsor’s behalf, with a link included to go to the promotional Website, and then complete the online registration to enter **SPIRITS INSIDERS Sweepstakes** (“Sweepstakes”). The email invitation and link are valid only for the intended recipient of the email invitation (i.e., the SPIRITS INSIDERS member him/herself) and are NOT transferable. Any attempted transfer of email invitation/link is void, will result in disqualification of transferor from the Sweepstakes, with all Sweepstakes entries submitted by transferor being declared void, and/or expulsion of transferor from SPIRITS INSIDERS; and, such conduct may also subject the transferor and/or transferee to legal sanctions. The SPIRITS INSIDERS Sweepstakes is sponsored by Diageo Americas, Inc., Norwalk, CT (“Sponsor”). Registration to enter the Sweepstakes is free. Once registered in the Sweepstakes, **SPIRITS INSIDERS** members will be entered into the Sweepstakes after completion of one (1) or more activities on www.SpiritsInsider.com (“Website”). (For the avoidance of doubt, completion of an activity prior to registration for the Sweepstakes will not result in Sweepstakes entry.) Sweepstakes entry activities include (a) completion of surveys regarding certain advertising and marketing concepts for Sponsor’s alcohol beverage brands; (b) suggested pattern/sequence of organization of Sponsor’s alcohol beverage brands in a display for maximum consumer appeal; (c) submission of photos of Sponsor’s alcohol beverage brands and/or advertising materials in support of such brands. (Upon posting notice on the SPIRITS INSIDERS website, Sponsor may offer additional activities for Sweepstakes entry.) In all cases, SPIRITS INSIDERS member will only receive an entry if he/she completed the prescribed activity in accordance with the posted guidelines for doing so. (Such posted guidelines are incorporated herein by reference and made a part of these Official Rules; should there be an inconsistency between these Official Rules and such Sweepstakes activity guidelines, these Official Rules shall prevail, govern and control in all respects other than what constitutes satisfactory completion of the applicable activity.) Without limiting the foregoing, to result in Sweepstakes entry, the survey must be completed in its entirety with the SPIRITS INSIDERS member’s true

opinions as to each of the questions presented; similarly, all of Sponsor's alcohol beverage brands must be placed in a pattern/sequence by SPIRITS INSIDERS member as per the guidelines of the activity. The nature of the survey responses and the organization of Sponsor's brands in a pattern/sequence will not affect one's ability to enter or his/her odds of winning a prize in the Sweepstakes. Further, to result in Sweepstakes entry, the photo must clearly show the requested alcohol beverage brand(s) and/or advertising material. The Promotion Period is comprised of *nine (9)* Sweepstakes Periods (as defined below); each Sweepstakes Period will run for approximately one calendar month. A SPIRITS INSIDERS member who has previously registered may enter the Sweepstakes multiple times per Sweepstakes Period with the number of entries varying based on the number of activities offered and the number of completions of activity(ies) by the SPIRITS INSIDERS member. Entries will not be carried over to subsequent Sweepstakes Periods. Administrator or its designee will conduct a random drawing for each Sweepstakes Period to select twelve (12) or fourteen (14) winners, (dependent on Sweepstakes period described in Section 4 below) for that Sweepstakes Period. SPIRITS INSIDERS members may not participate with multiple e-mail addresses, nor may members use any device or artifice to enter multiple times or as multiple persons. Any SPIRITS INSIDERS member who attempts to enter with multiple e-mail addresses, under multiple identities or uses any other device or artifice to enter multiple times during a given Sweepstakes Period (in violation of these Official Rules) will be disqualified from participation in the Sweepstakes and all entries submitted by that member will be void; in addition, such member's registration for the Sweepstakes will be cancelled, he/she may be expelled from the SPIRITS INSIDERS and subject to legal sanctions in Sponsor's/Administrator's sole discretion.

2. ELIGIBILITY: Open only to legal residents of the fifty (50) United States and the District of Columbia who are 21 years of age or older and who are members of SPIRITS INSIDERS. Sweepstakes is NOT offered to the general public. Employees of MARU Group ("Administrator"), Sponsor, their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies, alcohol beverage suppliers, importers, wholesalers, distributors or retailers, and immediate family members and/or those living in the same household of each are not eligible. Void where prohibited. Sponsor, Administrator, their affiliated companies, representatives, agents or employees are not responsible for, and shall be indemnified by prize winners against, any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession, or loss of the prize.

3. RANDOM DRAWING: Each Sweepstakes Period, twelve (12) or fourteen (14) winners, (dependent on Sweepstakes period described in Section 4 below) will be selected in a random drawing on or about the next business day after the end of the applicable Sweepstakes Period from among all eligible entries received for that Sweepstakes Period by Administrator or its designee (a third party independent of Sponsor), whose decisions are final and binding. Winners will be notified by email from Administrator or its designee as described in Section 6 below.

4. PRIZES/RETAIL VALUES/ODDS: One-hundred twenty (120) Prizes (twelve (12) prizes in September, April, and May Sweepstakes Periods; fourteen (14) prizes in October, November, December, January, February, and March Sweepstakes Periods) of a \$50 pre-paid VISA** card. Total Value of all prizes in the Sweepstakes is \$6,000. Odds of winning depend on total number of eligible entries received each Sweepstakes Period during the Promotion Period. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prize and any unspecified expenses in conjunction with acceptance and use of prize are the sole responsibility of the prize winner. Limit one (1) prize per person for the Promotion Period.

****Used for purposes of prize identification only.** No sponsorship, endorsement, authorization or affiliation is intended or implied by such use.

5. Promotion Period, Sweepstakes Periods and Prize Random Drawing Schedule:

| Approximate Date of Drawing: | For Sweepstakes Period: | # Prizes | Amount (\$) per Prize | Total Prizes (\$) Awarded: |
|-------------------------------------|----------------------------------|-----------------|------------------------------|-----------------------------------|
| October 1, 2016 | September 7 – September 30, 2016 | 12 | \$50.00 | \$600.00 |
| November 1, 2016 | October 1 – October 31, 2016 | 14 | \$50.00 | \$700.00 |
| December 1, 2016 | November 1 – November 30, 2016 | 14 | \$50.00 | \$700.00 |
| January 1, 2017 | December 1 – December 31, 2016 | 14 | \$50.00 | \$700.00 |
| February 1, 2017 | January 1 – January 31, 2017 | 14 | \$50.00 | \$700.00 |
| March 1, 2017 | February 1 – February 28, 2017 | 14 | \$50.00 | \$700.00 |
| April 1, 2017 | March 1 – March 31, 2017 | 14 | \$50.00 | \$700.00 |
| May 1, 2017 | April 1 – April 30, 2017 | 12 | \$50.00 | \$600.00 |
| June 7, 2017 | May 1 – June 6, 2017 | 12 | \$50.00 | \$600.00 |

6. GENERAL: If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected at Sponsor’s sole discretion. No correspondence will be acknowledged. Prizes cannot be redeemed or exchanged for cash except in those jurisdictions which mandate that gift card holders may redeem same for cash value. No substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. Neither Sponsor, Administrator, their respective parent companies, subsidiaries, affiliates, advertising, promotion agencies nor the employees/officers/directors of any of the foregoing organizations will have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or

misuse of any prize or participation in the Sweepstakes or any prize-related activities; and, by participating, entrants agree to indemnify and hold Sponsor and all related parties, as well as Administrator, and their respective employees/officers/directors/agents/representatives harmless from and against any such claim, cause of action, injury or other liability in conjunction with participation in the Sweepstakes and/or acceptance, possession, use and/or misuse of any prize. Administrator will notify Prize winners by email within fifteen (15) business days of the relevant Date of Drawing. Prize winners will be required to sign an affidavit of eligibility, liability release and publicity release (where lawful) within ten (10) days of notification or prize will be forfeited and may be awarded to another winner at Sponsor's sole discretion. If winner cannot be located or does not respond to attempt to be located within five (5) days, prize will automatically be forfeited and an alternate winner may be selected at Sponsor's sole discretion. Winner must furnish valid proof of age (for example, a driver's license, birth certificate or passport) as well as confirming his/her status as a SPIRITS INSIDERS member. Administrator and Sponsor are not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify any winner due to technological malfunction, error or any other cause. If a selected winner cannot be contacted or fails to respond within the allotted time, Administrator reserves the right to void that entry and select another eligible winner for that Prize from among all remaining eligible entries received for the applicable Sweepstakes Period. By completing and returning the Affidavit/Release, the selected winner: (i) confirms compliance with these Sweepstakes Rules and Regulations; (ii) consents to Administrator providing the selected winner's name, email address and state details to Administrator's third party prize fulfillment provider ("Prize Provider") for the Prize Provider to contact the selected winner to fulfill the Prize; (iii) releases and discharges Administrator, Sponsor and their affiliates and subsidiaries, partners and advertising and promotional agencies and their respective employees/officers/directors/agents/representatives from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize; and (iv) gives permission to Sponsor and its designees to publish or otherwise use the winner's name, voice, address, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Administrator and Sponsor, as applicable, which are final and binding in all respects.

7. LIMITATIONS AND RELEASES: Sponsor and Administrator are not responsible for lost, late, mutilated, misdirected, incomplete, incorrect or illegible entries/registrations (all of which are void) nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry/registration materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry/registration information or to contact potential winners by Administrator or its designee on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the

control of the Sponsor or Administrator which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor and Administrator reserve the right at their sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and to select the winners for any affected Sweepstakes Period(s) by random drawing from among all eligible non-suspect entries received for such affected Sweepstakes Period(s) up to the point of the Sponsor's/Administrator's action or otherwise in a manner determined by Sponsor/Administrator in their sole discretion to be fair, appropriate and consistent with these Official Rules. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor and Administrator each reserve the right to seek damages from any such person to the fullest extent of the law. Administrator and Sponsor reserve the right at their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Sweepstakes or website or to be acting in violation of the Rules; in addition, such entrant's registration for the Sweepstakes will be cancelled, he/she may be expelled from the SPIRITS INSIDERS and subject to legal sanctions in Sponsor's/Administrator's sole discretion.

8. **PRIVACY:** Information provided by you to participate in this Sweepstakes is subject to the Administrator's privacy policy located at [MARU PRIVACY POLICY LINK](#) and Diageo Americas, Inc.'s privacy policy located at [DIAGEO PRIVACY POLICY LINK](#) .

9. **WINNERS' LIST:** For names of winners, send a self-addressed, stamped envelope by July 7, 2017 to: **SPIRITS INSIDERS Sweepstakes**, c/o MARU Group, 20 N. Wacker Drive, Suite 1400, Chicago, IL 60622. Winners' list to be available after June 6, 2017.