



FREQUENTLY ASKED QUESTIONS

WHAT TIME DO THE MICHELOB ULTRA® PLAY LIKE A PRO SWEEPSTAKES EARNING ACTIVITIES RESET AND BECOME AVAILABLE TO PLAY?

The Michelob Ultra® Play Like a Pro Sweepstakes earning activities are reset at midnight, CT.

WHY DO I SEE MY SPOUSE'S ACCOUNT WHEN I LOG IN?

When participants share a device, it is important that each completely logs out of the website using the EXIT link located in the top navigation bar. Closing a browser window is not the same as officially logging out and will yield different results.

WHY DO SOME OF THESE GAMES NOT WORK?

Game functionality issues stem from an incompatibility with a device or browser. Most of the time, switching to Google Chrome as your browser will correct the problem. If the issue persists, please submit a ticket by using the HELP link located in the dropdown menu of the top navigation bar.

WHERE CAN I FIND MY DRAWING ENTRY BALANCE?

You can view your current drawing entries at the top of any page on www.playlikeaprosweepstakes.com

HOW CAN I FIND OUT WHICH OF MY EMAIL ADDRESSES IS BEING USED FOR THIS PROMOTION?

Log into www.playlikeaprosweepstakes.com and click the My Profile link, located in the dropdown menu of the top navigation bar, to view your profile details.

HOW DO I CHANGE MY EMAIL ADDRESS?

You can submit a request to have your registered email address changed by clicking on the HELP link located in the dropdown menu of the top navigation bar.

HOW DO I CHANGE MY PASSWORD?

You can change your password by clicking on MY PROFILE link, located in the dropdown menu of the top navigation bar, and entering your new password in the designated fields.

**MICHELOB ULTRA® PLAY LIKE A PRO SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS INTENDED FOR VIEWING IN THE UNITED STATES AND DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “Michelob ULTRA Play Like a Pro Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC and its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Sweepstakes, and members of their immediate family (spouse, parent, child or sibling) are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. SWEEPSTAKES PERIOD:

Sweepstakes begins at 12:00:00 a.m. Central Daylight Time on September 1, 2021 and ends at 11:59:59 p.m. Central Standard Time on December 31, 2021 (“Sweepstakes Period”). Administrator’s computer is the official time keeping device for this Sweepstakes.

3. HOW TO ENTER:

(a) Visit <https://playlikeaprosweepstakes.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play the “Golf” game (a “Game”). For every Game you play and receive points, you will receive entries into the random drawing for a chance to win a prize (“Entry”). If no points are earned, then you do not receive an entry in the Sweepstakes drawing. See Rule No. 5 for drawing details. See Rule No. 7 for prize details. Participants can play the Game one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

(b) Visit <https://playlikeaprosweepstakes.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your

registration, follow the online instructions to play the “Hot Shots” game (also a “Game”). For every Game you play and receive points, you will receive entries into the random drawing for a chance to win a prize (also an “Entry”). If no points are earned, then you do not receive an entry in the Sweepstakes drawing. See Rule No. 5 for drawing details. See Rule No. 7 for prize details. Participants can play the Game one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time).and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

(c) Visit <https://playlikeaprosweepstakes.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play the “Soccer” game (also a “Game”). For every Game you play and receive points, you will receive entries into the random drawing for a chance to win a prize (also an “Entry”). If no points are earned, then you do not receive an entry in the Sweepstakes drawing. See Rule No. 5 for drawing details. See Rule No. 7 for prize details. Participants can play the Game one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time).and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

(d) Visit <https://playlikeaprosweepstakes.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play the “Tennis” game (also a “Game”). For every Game you play and receive points, you will receive entries into the random drawing for a chance to win a prize (also an “Entry”). If no points are earned, then you do not receive an entry in the Sweepstakes drawing. See Rule No. 5 for drawing details. See Rule No. 7 for prize details. Participants can play the Game one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time).and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

(e) Visit <https://playlikeaprosweepstakes.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to “Invite a Friend” (also a “Game”) who is twenty-one (21) years of age or older as of the start date of the Sweepstakes Period. You will earn ten thousand (10,000) bonus drawing entries (each an “Entry”) into the random drawing for a chance to win a prize for every friend who is twenty-one (21) years of age or older as of the start date of the Sweepstakes Period who registers for the Michelob ULTRA Play Like a Pro promotion. See Rule No. 5 for drawing details. See Rule No. 7 for prize details. There is no limit to the number of friends you may invite nor to the number who may register.

(f) Visit <https://playlikeaprosweepstakes.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to “Take a Selfie” (also a “Game”). You will earn one thousand (1,000) bonus drawing entries (each an “Entry”) into the random

drawing for a chance to win a prize. See Rule No. 5 for drawing details. See Rule No. 7 for prize details. Participants can “Take a Selfie” one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

For all Entries: All Entries must be received and recorded during the Sweepstakes Period. No other forms of entry are valid.

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

4. MY COOLER REWARDS PROGRAM:

Residents of the United States and the District of Columbia (excluding residents of California and Texas) will have the opportunity to earn My Cooler Rewards points. Participants will earn fifty (50) My Cooler Rewards points for each Game played in connection with this Sweepstakes. Once a participant earns one thousand five hundred (1,500) points, the participant must transfer their points to their My Cooler Rewards account in order to earn additional points in connection with this Sweepstakes. A maximum of one thousand five hundred (1,500) My Cooler points may be earned during any seven (7) day period. There is no purchase required to register for “My Cooler Rewards” or to earn “My Cooler Rewards” points. See “Terms and Conditions” at www.mycooler.com for details.

For all My Cooler Rewards Members Points:

1. Participants will earn fifty (50) My Cooler Rewards points for each Game played, with a maximum of one thousand five hundred (1,500) points earned during a seven (7) day period.
2. When a participant earns one thousand five hundred (1,500) points, the site will notify them that they can transfer their points to their My Cooler Rewards account as directed on the Website. Additional points cannot be earned until all points are transferred.
3. When the participant transfers their points as directed on the Website, a new browser window opens to My Cooler Rewards wherein the participant can register for a My Cooler Rewards account or sign into their existing My Cooler Rewards account and receive their My Cooler Rewards points.
4. At the same time, participant’s My Cooler points bucket on the promo sites is reset back to zero (0) and participant can begin earning points again.

5. The process repeats for every fifteen hundred (1500) points earned – no more and no less than one thousand five hundred (1,500) transferred each time.

5. SWEEPSTAKES DRAWING:

Potential winners will be selected in a random drawing to be held on or about January 3, 2022 from among all eligible Entries received by Administrator, whose decisions are final in all matters relating to this Sweepstakes. One (1) potential winner will be randomly selected from each “Group” of eligible entries as defined below. Odds of winning depend on the number of eligible Entries received per Group.

Group 1: All eligible Entries received from entrants who allocate their drawing Entries in the Drawing for the “Tennis Rebounder” prize. See Rule No. 7 for prize details.

Group 2: All eligible Entries received from entrants who allocate their drawing Entries in the Drawing for the “Basketball Shot Trainer” prize. See Rule No. 7 for prize details.

Group 3: All eligible Entries received from entrants who allocate their drawing Entries in the Drawing for the “Goal Shot Trainer” prize. See Rule No. 7 for prize details.

Group 4: All eligible Entries received from entrants who allocate their drawing Entries in the Drawing for the “Sports Training Equipment” prize. See Rule No. 7 for prize details.

Entrants must allocate their drawing Entries into the random drawing of his/her prize selection in increments of 1,000, 5,000, 10,000, 25,000, 50,000, and 100,000.

6. WINNER NOTIFICATION:

All prizes will be awarded. Potential winners will be notified by email and/or phone call and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential winners may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor’s representative within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the

potential winner is twenty-one (21) years of age or older prior to winner notification, then the potential winner will be disqualified and an alternate potential winner will be randomly selected.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner 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 potential winner.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information. Note: Any communication between a potential winner and Sponsor or its agencies regarding this Sweepstakes (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes.

7. PRIZE DETAILS:

Group 1 Prize (1 total, see Rule No. 5): One (1) Tennis Rebounder. The Tennis Rebounder is an ideal training device for most racquet sports such as tennis, pickleball, squash, racquetball, paddle tennis, and more. The Ball rebounds to create realistic arc and bounce. Adapters can be used for beginners, intermediate and advanced players. May be used at home, club, or school; indoors or outdoors. Tennis Rebounder easily rolls in and out of storage with locking wheels. Sets up in ten minutes without the need of tools. Approximate Retail Value ("ARV"): \$450.00

Group 2 Prize (1 total, see Rule No. 5): One (1) Basketball Shot Trainer. Change the way you train, developing muscle memory and better shot trajectory. Increases shooting reps by 300% with up to 16 shots per minute with correct form and arc to maximize performance. Practice and improve your shots without having to constantly chase after the ball. Black net captures both made and missed shots; developing the form to shoot at a 45-degree arc. Built-in ramp adjusts 180-degrees to adjust where the ball will be returned. Trainer rests on the rim of your existing basketball hoop, taking only seconds to set up. Designed for pole-supported hoops; compatible with standard 72" backboards. Sturdy welded steel frame holds up against hot/cold temperatures and rain. ARV: \$500.00

Group 3 Prize (1 total, see Rule No. 5): One (1) Goal Shot Trainer (GOAL NOT INCLUDED). Paint the corners of the goal and develop flawless finishing technique. Designed to locate shots away from the goalkeeper's reach. This trainer features four target zones to help capitalize on scoring chances during match play and build consistency inside the box. Whether curling the ball upper 90 or heading the ball into open space, the Goal Shot has you prepared to control the pace of the game. Features

include target zones at each corner promote consistent finishing and enhance scoring chances; taut net design rebounds off-target shots to return to players with immediate feedback; helps develop muscle memory and vision during match play; fits over regulation size goals to mirror game time situations; collapsible frame folds down into storage bag for on-the-go transportation. Dimensions: 24' x 8'. Manufacturer's Warranty: one (1) year. ARV: \$250.00

Group 4 Prize (1 total, see Rule No. 5): Sports Training Equipment including 3 x 6" hurdles, 3 x 9" hurdles, 3 x 12" hurdles, 20 Space Markers Disc Cones, 1 x speed resistor, 1 x evasion belt, 1 x speed chute, 1 x reaction ball, 2 x 4m (10 rung each) ladders and a carry bag. An ideal way to improve your speed, agility, balance, coordination and stamina for any sport. ARV: \$115.00

If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Total Approximate ARV: \$1,315.00. Any difference between stated value and actual value will not be awarded.

Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

If Sponsor so elects, potential winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that the potential winner will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, the potential winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be randomly awarded to an alternate winner.

8. PUBLICITY:

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.

9. RELEASE:

By accepting a prize, winners agree to release and hold Anheuser-Busch, LLC and Administrator harmless from 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.

10. LIMITATIONS OF LIABILITY AND RELEASE:

Anheuser-Busch, LLC, Administrator and each of their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, email, 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 Sweepstakes 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 Sponsor's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, 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. Released Parties are not responsible for injury or damage to entrants or any other person's computer or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes 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 Sweepstakes, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and determine 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 Entries received from multiple users having the same email address, the authorized subscriber of the email address used to enter will be deemed to be the entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the organization responsible for assigning the email address. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

11. DISPUTE RESOLUTION:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

12. PRIVACY POLICY:

See Sponsor's privacy policy located at <https://www.michelobultra.com/privacy-policy.html> (also a "Website") for details regarding the use of personal information collected in connection with this Sweepstakes. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

13. SPONSOR:

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

14. ADMINISTRATOR:

Rio Creative, 16630 Old Chesterfield Road, Chesterfield, MO 63017.

15. WINNER'S LIST:

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Michelob ULTRA Play Like a Pro Sweepstakes Winners List Request, 16630 Old Chesterfield Road, Chesterfield, MO 63017, for receipt by March 3, 2022.