

**EXPLORE YOUR CITY UNCOVER SAPPORO CONTEST
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT
WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.
ONLINE ENTRY ONLY. INTERNET ACCESS IS REQUIRED TO ENTER.**

**OFFERED ONLY TO LEGAL U.S. FIFTY STATES AND DISTRICT OF COLUMBIA RESIDENTS,
AGED 21 YEARS OR OLDER.**

PERSONS WHO EARN THEIR PRIMARY INCOME AS A PHOTOGRAPHER ARE NOT ELIGIBLE.

1. PROGRAM DESCRIPTION/WEEKLY ENTRY PERIODS: The Explore Your City Uncover Sapporo Contest (the “Contest”) sponsored by Sapporo U.S.A., Inc. (the “Sponsor”) provides an opportunity for entrants to submit original photographs for the potential opportunity to win the prizes as described in Section 7 below. Entries must adhere to all requirements set forth in these Official Rules. Every person appearing in a photograph must be 21 years of age or older, and the entrant must have permission in writing from those persons, as detailed below in Section 5. Entries may not contain any third-party copyrighted images, as determined by Sponsor in its sole discretion. The Contest begins at 9:00:00 AM Pacific Time (“PT”) on June 20, 2017 and ends at 8:59:59 AM PT on September 4, 2017 (the “Entry Period”). The Entry Period is further divided into Weeks, as follows:

“Week”	Begins on:	Ends on:
Week 1	6/20/2017 at 9:00:00 AM PT	6/27/2017 at 8:59:59 AM PT
Week 2	6/27/2017 at 9:00:00 AM PT	7/4/2017 at 8:59:59 AM PT
Week 3	7/4/2017 at 9:00:00 AM PT	7/11/2017 at 8:59:59 AM PT
Week 4	7/11/2017 at 9:00:00 AM PT	7/18/2017 at 8:59:59 AM PT
Week 5	7/18/2017 at 9:00:00 AM PT	7/25/2017 at 8:59:59 AM PT
Week 6	7/25/2017 at 9:00:00 AM PT	8/1/2017 at 8:59:59 AM PT
Week 7	8/1/2017 at 9:00:00 AM PT	8/8/2017 at 8:59:59 AM PT
Week 8	8/8/2017 at 9:00:00 AM PT	8/15/2017 at 8:59:59 AM PT
Week 9	8/15/2017 at 9:00:00 AM PT	8/22/2017 at 8:59:59 AM PT
Week 10	8/22/2017 at 9:00:00 AM PT	8/29/2017 at 8:59:59 AM PT
Week 11	8/29/2017 at 9:00:00 AM PT	9/4/2017 at 8:59:59 AM PT

2. ELIGIBILITY: The Contest is open only to legal residents of the 50 United States and the District of Columbia who are 21 years of age or older as of the date of entry. Employees, officers and directors of Sponsor, its parents, subsidiaries, affiliates, advertising and promotion agencies, prize suppliers, advertising partners, or any alcohol beverage wholesalers and retailers and immediate family members (spouses and siblings, children and parents and their spouses, and the “steps” of each, regardless of where they live) or members of the same households (whether related or not) of such individuals are not eligible. **Further, persons who earn their primary income as a photographer are not eligible.** Sponsor’s determinations of eligibility are final and may be made at any time. Void where prohibited or restricted by law.

3. AGREEMENT TO OFFICIAL RULES: Participation in the Contest constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules, any terms set by Sponsor in its description of a Weekly Challenge (as defined below in Section 4), and the decisions of the Sponsor and its designated judges, which are final and binding. Winning a prize is contingent upon fulfilling all

requirements set forth herein. Any entrant may be disqualified at Sponsor's sole discretion if he/she fails to comply with any of the terms of these Official Rules or the terms set by Sponsor in its description of a Weekly Challenge.

4. WEEKLY CHALLENGES/TO ENTER: Sponsor will describe a "Weekly Challenge" for each Week of the Contest, which will include the creative theme that entries should align with for that Week, as well as any additional restrictions that may apply. To enter, visit sapporobeer.com/uncover-sapporo, view the Weekly Challenge for that Week, and follow the website's instructions to provide the requested entry information and to upload an original photograph that you have taken which aligns with that Week's Weekly Challenge. As part of the entry process, you must add a sponsor-supplied photo frame to your photo, and you may add optional text to your photo if desired. Your entry must be completed and received by Sponsor's server no later than the end of the applicable Week (see dates and times above in Section 1). After you have completed the entry process, you will be presented with an optional opportunity to share your entry photograph on one or more social media websites (a "Social Share"). Social Shares should not be shared with anyone under the age of 21. All Social Shares must include the hashtag #UncoverSapporoContest. Completing a Social Share does not affect your chances of winning a prize. Entry photographs may be color or black and white. **Entry photographs must be in .jpg or .png format, and must not exceed fifty (50) megabytes in file size.** Each entry photograph must be different, and must meet all requirements. The same entry photograph may only be entered in the Contest once. Once a particular entry photograph has been submitted during a particular Weekly Challenge, it should not be submitted again during any subsequent Weekly Challenge. **Limit (1) entry per person, per Week.** Entries submitted in excess of stated limits will be void. Duplicate entries will be void. See Section 5 below for additional requirements for your entry. Entries and other submitted material become the property of Sponsor and will not be returned. Do NOT include any of the following in your entry photograph: (a) brand names, brand images, or brand logos (except that the Sapporo brand name/image/logo is permissible); (b) your e-mail address or phone number; (c) any website address; (d) executable programming of any kind, including without limitation, viruses, worms, spyware, etc.; or (e) encrypted content of any kind. Should Sponsor determine that an entry is in violation of these Official Rules or any other applicable terms, Sponsor reserves the right to disqualify the associated participant, and/or to take other actions it deems necessary, all in Sponsor's sole discretion.

Sponsor is under no obligation to correspond about entries, nor is Sponsor required to acknowledge its receipt of entries. Proof of submission of entry does not constitute proof of receipt of entry. Use of any automated system to enter as determined by Sponsor in its sole judgment is prohibited and will result in disqualification at Sponsor's sole discretion. Any attempt by a person to use multiple email accounts or identities to gain more Entries than permitted by these Official Rules shall result in disqualification at the discretion of the judges or Sponsor. Multiple entrants are not permitted to share the same email account. In the event of a dispute as to the identity of the entrant associated with any entry, the authorized account holder of the email account associated with the entry, at time of submission, will be deemed to be the entrant. The "authorized account holder" is the natural person assigned to the applicable email account by the email service provider. Potential winners may be required to show proof of being the authorized account holder. In the event a dispute regarding the identity of the person who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Normal Internet access and usage charges imposed by your online service will apply. If you participate from your mobile phone, such activity will be subject to the charges pursuant to your wireless service provider's rate plan. You further understand that by participating via mobile phone, if you are a potential winner, the Sponsor may contact you via mobile phone, which will be subject to the charges pursuant to your wireless service provider's rate plan. Please consult your wireless service provider for more information. Entrants are solely responsible for any related equipment, application, and internet access charges, if any. It is the sole responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her e-mail or postal address during the Contest.

5. ADDITIONAL ENTRY REQUIREMENTS: The entrant named in the applicable entry form must be the sole photographer of the corresponding entry photograph. Any elements that may appear in an entry or Social Share must not: (a) include an image of any person that is (or appears to be) under 21 years of age; (b) depict persons consuming alcoholic beverages; (c) depict persons conducting themselves in an

inappropriate manner; (d) depict or allude to the overconsumption of alcohol; or (e) contain material that would imply that the consumption of alcoholic beverages is acceptable before or while operating machinery, driving a vehicle or undertaking any other activity that requires a high degree of alertness or physical coordination. Any elements that appear in an entry or Social Share including, without limitation, brand names, logos, or images, must be either: (a) entirely original, created by the entrant; (b) property of the Sponsor (the "Provided Materials"); or (c) in the public domain. Sponsor grants to entrants a limited revocable, non-sub-licensable, license to use the Provided Materials for the sole purpose of creating an entry or Social Share, if an entrant chooses to do so. In addition, entrant recognizes that all of the right, title, and interest in the Provided Materials as well as all derivative works created using the Provided Materials (including an entry) shall vest exclusively in Sponsor, and entrant will not have or take any action that might harm or adversely affect such rights. No right, title, or interest in and to the Provided Materials except for the limited license granted to entrant in these Official Rules is transferred or created.

Use of any prohibited elements in an entry may result in disqualification of the applicable entry, in the Sponsor's sole discretion. Entry photographs and Social Shares must not contain personally identifiable information such as addresses or phone numbers. Entries or Social Shares must not contain the name or logo of any alcohol beverage wholesaler or retailer, nor of any brand besides Sapporo.

Entrants must not engage in any violent, dangerous, or illegal behavior in creating an entry or Social Share. Entries and Social Shares must not violate or encourage the violation of any law, rule or regulation. Entries and Social Shares must not contain inappropriate content, including but not limited to vulgarity, obscenity, lewd, pornographic or violent material, or materials which promote hate or violence. Entries and Social Shares must not defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies. Entries and Social Shares must not defame or invade the privacy or publicity rights of any person (including, but not limited to, celebrities or celebrity look-alikes), living or deceased, or otherwise infringe upon a person's personal or proprietary rights. Entries or Social Shares that do not include all required information and do not adhere to the foregoing and following requirements or are deemed to be immoral, obscene, profane or not in keeping with Sponsor's image (all as determined by Sponsor in its sole discretion) will be considered void.

By participating in the Contest, you represent and warrant that: (a) you are the creator of your entry or Social Share; (b) your entry or Social Share is wholly original (apart from the Provided Materials or any allowable public domain elements); (c) your entry or Social Share does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; (d) your entry or Social Share has not previously been entered in any other promotion; and (e) you own all rights to your entry or Social Share (including, without limitation, the copyrights contained therein, and excluding any allowable public domain or Sponsor-owned elements).

By participating in the Contest, you further represent and warrant that: (a) you have obtained written permission from each person whose image or likeness is included in the photo; (b) such persons are age 21 or older, and appear to be so; (c) you can and will give written copies of such permissions to the Sponsor upon request; and (e) you understand that such documents may be required in order to be deemed a winner. A Subject Release is included at the bottom of these Official Rules for your use in obtaining such permissions. Failure to provide said proof may result in disqualification of the entry from the Contest. Sponsor's determination as to whether any entry or Social Share potentially violates the rights of any third party is final. Submitting an entry or Social Share that is copyrighted by another individual will make you responsible for any legal action the legal copyright holder might take against you.

By participating in the Contest, you grant the Sponsor and its affiliated companies the unconditional (subject only to any applicable rights of Facebook) and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, edit, adapt, modify, create derivative works of, exhibit, and otherwise use your entry/Social Share or part thereof (with or without using your name) in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from you or any other party. Without limiting the foregoing, Sponsor reserves the right to post an online gallery of entries selected in its sole discretion, or to re-post on Facebook (or other social media website) any entries selected in its sole discretion. Should

Sponsor edit your entry for purposes of re-use, you are not relieved from responsibility for compliance with these Official Rules. You agree that, upon request by the Sponsor, you will sign a copyright assignment. By participating, you further agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against the Released Parties (as defined below), or any other person or entity, on the grounds that any use of the entry, or any derivative works, infringes any of your rights, including, without limitation, copyrights and moral rights. You further acknowledge that, unless specified otherwise herein, the Sponsor is in no way obligated to broadcast, publish or use your entry in any way. Nothing herein shall constitute an employment, joint venture, or partnership relationship between you and the Sponsor. In no way are you to be construed as the agent or to be acting as the agent of the Sponsor.

6. JUDGING/WINNER DETERMINATION/ODDS:

Weekly Prizes: Within approximately seven (7) days following the end of a particular Week, all eligible entries received during that Week will be judged by Sponsor's designated judges using the following criteria: (1) Adherence to Weekly Challenge theme 25%; (2) Appeal 25%; (3) Originality/creativity 25%; and (4) Photographic quality 25% (the "Judging Criteria"). The entrant who submitted the entry which receives the highest total score in connection with a particular Week will be deemed that Week's Weekly Prize winner, pending verification of eligibility and continued compliance with these Official Rules, and **subject to a limit of one (1) Weekly Prize per person**. For the avoidance of doubt, any entries received from a Weekly Prize winner after the Week in which their winning entry was received will not be eligible for a prize of any kind. Sponsor reserves the right in its sole discretion not to award a particular Weekly Prize if no eligible entries of sufficient quality are received for the corresponding Week.

Grand Prize: The entrant who submitted the Weekly Prize winning entry which receives the highest total score overall from Sponsor's designated judges will be deemed the Grand Prize winner, pending verification of eligibility and continued compliance with these Official Rules.

In the event of a tie at any level, the tie will be broken based on the highest "Appeal" score. The judges' decisions are final and binding. Odds of winning depend on the skill of the entrants and the number of eligible entries received. Should Sponsor choose to allow the public to share their opinion of certain Contest entries via a voting mechanism of any kind, such voting activity will not affect the determination of winners in any way.

7. PRIZE DESCRIPTIONS:

Eleven (11) Weekly Prizes will be made available, each consisting of a TOKYO Citizen® bike selected by Sponsor in its sole discretion. The approximate retail value of each Weekly Prize is \$200.

One (1) Grand Prize will be made available, consisting of a 5 night trip for winner and one (1) guest to Sapporo, Japan, including: round trip coach air travel for winner and one (1) guest from the major gateway airport closest to winner's residence (airports determined solely by Sponsor); double occupancy (one [1] room) hotel accommodations for five (5) nights at a hotel selected by Sponsor; and a grand total of \$1,000 awarded in the form of a check made payable to the winner to be used for meals, activities, and ground transportation. The total approximate retail value of the Grand Prize is \$9,500. Actual value of prize may vary depending on point of departure, travel dates and fare/rate fluctuations. Winner must provide Sponsor with his/her proposed travel dates no later than January 31, 2018, and such travel dates must conclude no later than September 4, 2018, or trip will be forfeited in its entirety. Travel dates may be selected by winner (subject to budget, availability, and Sponsor's approval) and cannot be changed once booked. Actual cost of airfare may not exceed a total of \$5,000. All travel arrangements must be made through the Sponsor or Sponsor's designee. Certain restrictions and blackout dates may apply. The prize winner and his or her travel companion must travel together on the same itinerary and possess all required travel documents. It is the responsibility of the winner and their companion to provide proper documentation (including government issued picture identification and/or passport, as required). Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Sponsor reserves the right to structure travel route and select accommodations in its sole and absolute discretion.

The winner will not receive cash or any other form of compensation if actual travel costs are less than the estimate made in these Official Rules. The round trip air transportation element for the prize begins and ends at the point of departure. The prize is subject to seat and accommodation availability, as well as Sponsor's terms and conditions generally applicable thereto. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any prize-related services or accommodations. Sponsor is not liable for any missed prize events, opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. No refund or compensation will be made in the event of the cancellation or delay of any transportation or other prize element except at the sole and absolute discretion of Sponsor. Additional prize award details and travel information may be provided to the winner at the time of notification. Prize winner and companion are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Companion of winner must be at least twenty-one (21) years of age as of the date of departure. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Once a travel companion is selected, he/she may not be substituted, except in Sponsor's sole and absolute discretion. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by Sponsor's transportation carrier(s) of choice. Lost, stolen or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged. All expenses not specifically mentioned herein, are not included as part of any prize package, and are solely the winner's responsibility, including, but not limited to: taxes, additional meals and beverages, additional ground transportation, travel insurance, bag check fees, parking fees, laundry service, merchandise, souvenirs, telephone calls, tips, gratuities and service charges. Winner or his/her guest must provide hotel with a major credit card issued in one of their names to cover room security and incidental expenses, if any. Transportation carrier and accommodation regulations and conditions apply. In the event a prize winner (and/or his or her companion) engage in behavior that (as determined by Sponsor or any prize provider in its or their sole and absolute discretion) is obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other applicable experience early.

See Section 8 below for winner notification details and additional prize restrictions.

8. WINNER NOTIFICATION AND GENERAL PRIZE RESTRICTIONS: The names of potential winners and/or their social media names and/or "handles" may be announced online prior to verification, however any such announcement is not a guarantee of eligibility. Potential winners will be notified by email at the email address provided at the time of entry. The email message will instruct the potential winner to send a reply email to the Sponsor along with the potential winner's full name, email address, mailing address, telephone number, and date of birth, within three (3) full business days (measured in the local time zone) after the time that the notification message or comment was sent/posted. It is recommended that entrants confirm that their Facebook notification settings are turned on, such that they would be notified in a timely fashion of Sponsor's attempt to contact them in this manner. Potential winner must reply as instructed to identify him/herself, confirm his/her eligibility and ability to accept the prize, and provide his/her complete contact information within such three (3) full business day period, or he/she will be disqualified. A potential winner may subsequently be required to complete a declaration of eligibility, a liability release, a copyright assignment, and (where legal) a publicity release, and any other releases or documentation deemed necessary for Sponsor's intended use of the winning entry, which must be returned (along with a copy of potential winner's government-issued photo ID as proof of age, if requested) within the time period specified by Sponsor at the time of such request. The Grand Prize winner will also be required to return a properly completed IRS W-9 form within the time period specified by Sponsor, and such winner will receive an IRS Form 1099 issued in his/her name for the actual value of prizes received. Proof of identity, age, and legal residence may be required to claim a prize. In Sponsor's sole discretion, a potential winner may only be notified one time as set forth above for attempted prize notification. Any winner or potential winner may be disqualified in Sponsor's sole discretion if: (a) he/she fails to reply or to provide any required information or properly completed documents within the required time period; (b) he/she fails to comply with any of the terms of these Official Rules; or (c) if any prize or prize notification is returned as undeliverable. In the event of disqualification of a winner, at Sponsor's sole discretion the

prize may be awarded to an alternate winner selected from among the remaining applicable eligible entries via the means of winner determination described herein, pending verification of eligibility. If any prize remains unclaimed after three (3) potential winners have been notified for that prize, the prize may remain unawarded, in Sponsor's sole discretion. No responsibility is assumed by Sponsor for any incorrect or missing contact information associated with an entry, or for any change of such contact information after entry submission. Any prize details and restrictions not specified will be determined by Sponsor in its sole discretion. No prize transfer. Unless otherwise specified herein, no prize substitution except at Sponsor's sole discretion due to unavailability, in which case a prize of comparable or greater value will be awarded. All other costs and expenses associated with acceptance and use of a prize not specified herein as being awarded are the sole responsibility of the winners. Sponsor will not replace any lost, damaged or stolen prizes. All taxes (including without limitation Federal, state and local taxes) in connection with a prize, and the reporting consequence thereof, are the sole responsibility of the applicable winner. Sponsor makes no representations regarding the tax liability associated with any prize, and winner is advised to seek counsel regarding any tax liabilities associated with their prize. Unless otherwise indicated herein or in any applicable manufacturer's warranty information, all prizes are awarded as-is and without warranty of any kind, implied or express. Any difference between the approximate value and actual value of a prize will not be awarded. Under no circumstances will alcoholic beverages be provided as part of a prize. Weekly Prize winners should expect to receive their prizes within approximately 4 to 8 weeks following winner verification.

9. RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Contest, entrants agree to release and hold harmless Sponsor and its parents, subsidiaries, affiliates, advertising and promotion agencies, prize suppliers, advertising partners, and any alcohol beverage wholesalers and retailers, together with the respective officers, directors, shareholders, employees, and agents of each (aforementioned individuals and organizations collectively, the "Released Parties") from and against any and all losses, damages, rights, claims and actions arising out of participation in the Contest or receipt or use/misuse of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors or any errors made in the advertisement of the Contest; (d) errors in the administration of the Contest or the processing of entries; (e) changes to social media platform policies and procedures that may interfere with the operation of the Contest; (f) content filtering or any malfunction/error/failure which may impact the accessibility of entries, or the transmission or receipt of winner verification notices (or other communications with winners); (g) claims based on publicity rights, defamation and/or invasion of privacy and the collection, use and/or sharing by Sponsor of personally identifiable information of the entrants; or (h) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt of any prize. Entrants further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorney's fees. Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Without limiting the foregoing, the Contest, all prizes, and all materials provided on or through any Contest-related website are provided "as is" without warranty of any kind, either express or implied, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

10. INDEMNITY: By participating, each entrant agrees to indemnify and hold the Released Parties harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Released Parties due to or arising out of his/her entry or Social Share, or his/her conduct in creating an entry or Social Share, or otherwise in connection with this Contest, including but not limited to: claims for trademark infringement; copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation.

11. GENERAL: Released Parties and Internet/wireless access providers are not responsible for: (a) incomplete, lost, late, misdirected, damaged, garbled, or illegible entries; (b) any technical malfunction, human error, typographical error, lost/delayed data transmission, omission, interruption, deletion, defect or line failure in connection with any telephone network, computer equipment, software or any

combination thereof; or (c) any injury or damage to entrant's or any other person's computer or other equipment related to or resulting from participation in the Contest. Entries are void if unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Although Sponsor attempts to ensure the integrity of the Contest, Released Parties are not responsible for the actions of entrants or other individuals in connection with the Contest, including entrants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Contest. In the event of any conflict between any Contest details contained in these Official Rules and Contest details contained in any Contest advertising materials, the details of the Contest as set forth in these Official Rules shall prevail. If, for any reason, the Contest (or portion thereof) is not capable of running as planned by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, by reason of any acts of God, terrorist acts, earthquake, war, fire, flood, unusually severe weather, strikes or legal disputes (whether legal or illegal), industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine or otherwise affect the administration, security, fairness, integrity, viability or proper conduct of the Contest, Sponsor reserves the right in its sole and absolute discretion to cancel, terminate, modify or suspend all or any part of the Contest, and to select the applicable winner(s) from among the applicable eligible, non-suspect entries received up to the time of such cancellation, termination, modification or suspension, as applicable, or to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. Entry must be made by the entrant and via the means described in these Official Rules only. You are not a winner until your entry has been verified and you have complied with these Official Rules.

12. CONDUCT: By participating in this Contest, entrants: (a) fully and unconditionally agree to be bound by these Official Rules and by all decisions of Sponsor (which decisions shall be final and binding in all respects), including without limitation decisions regarding eligibility, winners and the interpretation of terms used in these Official Rules; (b) represent and warrant that all information provided by entrant in connection with the Contest is true, accurate and complete; and (c) agree to comply with all federal, state and local laws and regulations. Sponsor reserves the right, at any time and at its sole discretion, to disqualify and/or deem ineligible to participate in this Contest or any future Sponsor promotions, any individual it suspects: (a) to be tampering with the entry process or the operation of the Contest or any website; (b) to be acting in violation of these Official Rules or Sponsor's privacy policy or other terms, conditions or guidelines; (c) to be acting in bad faith or in a disruptive or unsportsmanlike manner, or with the intent to annoy, abuse, threaten or harass any other person; (d) to have failed to agree to these Official Rules; or (e) to be in violation of these Official Rules. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF THESE OFFICIAL RULES AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE ENTRANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION CRIMINAL PROSECUTION.

13. PUBLICITY: By participating, you grant to Sponsor and its affiliated companies the right, except where prohibited by law, to use your name, likeness, picture, address (city and state), voice, biographical information, Contest entries, Social Shares, and written or oral statements, for advertising and promotional purposes in promoting or publicizing Sponsor, its affiliated companies, and the products or services of each, in any and all media without limitation as to time or territory, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), biographical information, Contest entries, or Social Shares.

14. ARBITRATION/CHOICE OF LAW: Except where prohibited, each entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or any prize awarded,

or the determination of the winner(s), shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of the American Arbitration Association, then effective; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) under no circumstances will an entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, special, indirect, 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/or Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York with jurisdiction and venue in New York, without regard for conflicts of law doctrine, and all proceedings shall take place in the appropriate court located in the State of New York.

15. COLLECTION AND USE OF PERSONAL INFORMATION: By entering the Contest, entrants agree and consent to Sponsor's collection, use and retention of their personal information provided in their entries for all purposes related to the Contest (including, without limitation, processing and administering entries, sharing an entrant's personal information with Sponsor's service providers, contractors, pricing partners, etc. as necessary to conduct and operate the Contest, communicating with and awarding prizes to winners, making public announcements about winners, and advertising, promoting and publicizing the Contest), as well as in accordance with Sponsor's Privacy Policy published at <https://sapporobeer.com/our-policies/privacy-policy/>. **Please review Sponsor's Privacy Policy before submitting your entry.** If you object to the above or to anything stated in Sponsor's Privacy Policy, you should not enter the Contest.

16. WHO WON?: For a list of winners, mail a self-addressed, stamped envelope to be received by November 30, 2017 to: Explore Your City Uncover Sapporo Contest Winners, PMI Station, PO Box 750, Southbury, CT 06488-0750. Winners may also be announced at <https://www.facebook.com/pg/SAPPOROUSA/notes> at Sponsor's sole discretion.

Sponsor: Sapporo U.S.A., Inc., 19 West 44th Street, Suite 1410, New York, NY 10036

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Citizen is a registered trademark of Citizen Bike Inc, which is not a sponsor of this contest.

Feel free to use the following Subject Release in obtaining permission from those who appear in your entry photo. If your photo is selected as a potential winner, you will be required to provide a completed Subject Release from each person who appears in your photo.

**SUBJECT RELEASE
USE OF LIKENESS IN CONTEST PHOTO**

I, _____, declare that I am twenty-one (21) years of age or older, and that I appear in the photograph submitted by _____ in the Explore Your City Uncover Sapporo Contest (the "Entry"). I hereby irrevocably consent to the use of my image or likeness ("Likeness") in any form, as incorporated in the Entry, by Sapporo USA, Inc. ("Sponsor") and its affiliates, successors or licensees and others acting on its behalf for the purpose of advertising and promotion in any media, throughout the world in perpetuity, including but not limited to the world wide web.

I hereby grant Sponsor an irrevocable, fully paid, non-exclusive and unrestricted license to display and use my Likeness as Sponsor determines now and in the future and to publish, adapt, edit and/or modify the Entry in any way, in whole or in part, and to use such Entry in commerce and in any and all media now known or hereafter discovered, worldwide, including but not limited to the world wide web, without limitation or compensation to participant and without right of notice, review, or approval of any such use of

the Entry or Likeness. I hereby waive and release Sponsor from any claims based upon invasion of privacy, right of publicity, defamation, or claim of visual alteration or faulty mechanical reproduction.

No promise or representations of any kind have been made to me. This Release has been fully reviewed by the undersigned and is entered into as the date set forth below.

Name (please print)

Date of Birth

Email Address

Daytime phone number

Street Address, City, State, Zip

Signature

Date

Witnessed by: _____

Witness Name (please print) _____

Witness Signature

Date