

**SAPPORO DISCOVER THE UNEXPECTED 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.**

1. PROGRAM DESCRIPTION: The Sapporo Discover the Unexpected Contest (the "Contest") sponsored by Sapporo U.S.A., Inc. (the "Sponsor") provides an opportunity for entrants to submit an original essay for the potential opportunity to win one of the prizes described in Section 7 below. Entries must adhere to all requirements set forth in these Official Rules. Entries may not contain any third-party brand names, as determined by Sponsor in its sole discretion. The Contest begins at 12:01 AM Eastern Time ("ET") on June 20, 2019 and ends at 11:59 PM ET on September 4, 2019 (the "Entry Period").

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. 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 the 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 the Challenge.

4. THE CHALLENGE/TO ENTER: Sponsor will describe the entry challenge (the "Challenge") at SapporoBeer.com/East-Meets-West/Contest (the "Website"), which will include the creative theme that entries should align with, as well as any additional restrictions that may apply. To enter, visit the Website during the Entry Period, play the brief "Spot the Sapporo" game, view the Challenge, follow the Website's instructions to provide the requested entry information and your written response to the Challenge ("Essay") in 1,000 characters or less (including spaces), and submit your entry so it is received by Sponsor's server no later than 11:59 PM ET on September 4, 2019. Note that your performance in the "Spot the Sapporo" game does not affect your ability to enter the Contest, nor does it affect your chances of winning a prize. If you are unable to (or do not wish to) play the "Spot the Sapporo" game, simply allow the game timer to finish its countdown before accessing the Contest entry form. Contest entries must be in English. **Limit (1) entry per person.** The same entry may only be entered in the Contest once. Entries submitted in excess of stated limits 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 Essay: (a) brand names (except that the Sapporo brand name is permissible as described below); (b) your email address or phone number; or (c) any website address. 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 email or postal address during the Contest.

5. ADDITIONAL ENTRY REQUIREMENTS: The entrant named in the applicable entry form must be the sole author of the corresponding entry Essay. Any elements that may appear in an entry must not: (a) describe or allude to underage consumption of alcoholic beverages; (b) describe persons conducting themselves in an inappropriate manner; (c) describe or allude to the overconsumption of alcohol; or (d) 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 including, without limitation, brand names or slogans, 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, 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 Essays must not contain personally identifiable information such as addresses or phone numbers. Entries must not contain the name or slogan 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. Entries must not violate or encourage the violation of any law, rule or regulation. Entries 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 must not defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies. Entries 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 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 Essay; (b) your Essay is wholly original (apart from the Provided Materials or any allowable public domain elements); (c) your Essay does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; (d) your Essay has not previously been entered in any other promotion; and (e) you own all rights to your Essay (including, without limitation, the copyrights contained therein, and excluding any allowable public domain or Sponsor-owned elements). Sponsor's determination as to

whether any entry potentially violates the rights of any third party is final. Submitting an entry 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 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 Essay 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 Essays selected in its sole discretion, or to re-post on Facebook (or other social media website) any Essays selected in its sole discretion. Should Sponsor edit your Essay 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 in Section 9), or any other person or entity, on the grounds that any use of the Essay, 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 Essay 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.

Further, by participating, each entrant: (a) agrees to waive any claim for reimbursement for any equipment or materials necessary to submit an entry regardless of whether or not any particular entry is selected for any prize; (b) acknowledges that the material that will be submitted as part of the Contest may embody materials, suggestions, or ideas similar to those which have been developed by others or by the Released Parties (as defined below in Section 9) and hereby acknowledges that any similarity is purely coincidental and unavoidable in light of the volume of ideas that the Released Parties routinely use and consider in the course of each of their business activities, and understands that he/she will not be entitled to any compensation because of use by the Released Parties of any materials similar to those in an entrant's entry; (c) hereby waives any right to any claim or liability with respect to the Released Parties' use of similar materials; and (d) understands that submitting any element that is copyrighted by another individual will result in the applicable entrant being responsible for any legal action the legal copyright holder might take against the Released Parties.

6. JUDGING/WINNER DETERMINATION/ODDS: On or by approximately September 19, 2019, all eligible Essays will be judged and scored by Sponsor's designated judges using the following criteria: (1) Adherence to Contest theme 33%; (2) Originality/creativity 33%; and (3) Appeal 34% (the "Judging Criteria"). The one (1) Essay which receives the highest total score will be deemed the Grand Prize winning entry, and the one (1) Essay which receives the next highest score will be deemed the Second Prize winning entry, each pending verification of eligibility of the applicable entrant and their continued compliance with these Official Rules, and **subject to a limit of one (1) prize per household/address**. If an insufficient number of qualified entries is received in the Contest, the Sponsor reserves the right in its sole and absolute discretion to award fewer winners than stated in 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 Essays via a voting mechanism of any kind, such voting activity will not affect the determination of winners in any way.

7. PRIZE DESCRIPTIONS:

One (1) Grand Prize will be made available, consisting of a 6 night trip for winner and one (1) guest to 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 six (6) nights at a hotel selected by Sponsor; certain meals/activities/ground

transportation selected by Sponsor, and a check in the amount of \$4,000 made payable to the winner (intended to assist the winner with his/her potential tax liabilities, but issued without restriction). The total approximate retail value ("ARV") of the Grand Prize is \$19,000. Actual value of Grand Prize may vary depending on point of departure, destination city, travel dates and fare/rate fluctuations. Travel dates (and destination city within Japan) may be selected by winner (subject to budget, availability, blackout dates, and Sponsor's approval) and cannot be changed once booked. Winner must provide Sponsor with his/her proposed travel dates and destination city no later than January 31, 2020, and such travel dates must conclude no later than September 4, 2020, or trip will be forfeited in its entirety. Actual cost of airfare may not exceed a total of \$6,000, and actual cost of hotel may not exceed a total of \$3,000. All travel arrangements must be made through the Sponsor or Sponsor's designee. Certain restrictions and blackout dates may apply. Grand Prize Winner and guest must travel together on the same itinerary, must each hold a valid passport with 6-month validity as of trip return date, and will be responsible for all necessary travel authorizations. 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, additional activities, travel insurance, bag check fees, parking fees, laundry service, merchandise, souvenirs, telephone calls, tips, gratuities and service charges. Winner or his/her travel companion 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.

One (1) Second Prize will be made available, consisting of a customized mini fridge selected by Sponsor, with an ARV of \$2,500.

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

8. WINNER NOTIFICATION AND GENERAL PRIZE RESTRICTIONS: The names and/or Essays of potential winners 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. 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 an affidavit 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. Winners 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 each 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 (or any substitution prize) will not be awarded. Under no circumstances will alcoholic beverages be provided as part of a prize.

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, promotional travel agencies, 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 his/her conduct in creating an entry, or otherwise in connection with his/her participation in 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/cellular network, data network, computer equipment, software or any combination thereof; (c) inaccessibility of any website in whole or in part for any reason or (d) any injury or damage to entrant's or any other person's computer, mobile device 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 either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; (b) award the prize(s) from among the applicable eligible entries received up to the time of the impairment; or (c) 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, 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, or Contest entry.

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. SEVERABILITY/HEADINGS: If any provision of these Official Rules is found to be void or unenforceable for any reason, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference, and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof.

16. 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, prize 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.

17. WHO WON?: For a list of winners, mail a self-addressed, stamped envelope to be received by November 30, 2019 to: Sapporo Discover the Unexpected 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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