

THE FOLLOWING SWEEPSTAKES IS VOID OUTSIDE THE UNITED STATES AND WHEREVER PROHIBITED. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT 21 OR OLDER AND A LEGAL RESIDENT OF AND CURRENTLY RESIDING IN ONE OF THE 50 ELIGIBLE STATES OR IN D.C. SEE FURTHER ELIGIBILITY RESTRICTIONS BELOW. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE FEDERAL AND STATE LAW.

CRUZAN® RUM BUCKET LIST SWEEPSTAKES

OFFICIAL RULES

1. NO PURCHASE NECESSARY. Making a purchase will not improve your chances of winning. The Cruzan® Rum Bucket List Sweepstakes (“Sweepstakes”) sponsored by Jim Beam Brands Co. (“Sponsor”) begins 12:00:00 p.m. Eastern Time (“ET”) on July 16, 2017 and ends 11:59:59 p.m. ET on September 15, 2017 (“Sweepstakes Period”). The computer clock of Sponsor’s webmaster is the official timekeeping device of the Sweepstakes. You may enter the Sweepstakes by on-line entry, as described in Rule 3, below.

2. Eligibility: This Sweepstakes is open to legal residents of the 50 United States and the District of Columbia (“D.C.”) who are 21 years of age or older at the time of entry. Employees, directors, officers and agents of Sponsor, their parent, affiliate, and subsidiary companies, their advertising and promotion agencies, any alcoholic beverage industry wholesalers, distributors, or licensed retailers, and members of their immediate families (defined for these purposes as spouse, biological, adoptive and step-parents, children, siblings, grandparents, grandchildren and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate.

3. How to Enter:

To Enter On-Line: Beginning 12:00:00 p.m. Eastern Time (“ET”) on July 16, 2017, access www.cruzanbucketlist.com via your computer or mobile device. Follow the on-screen instructions to complete the Sweepstakes entry form. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The “authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All on-line entries must be received by 11:59:59 p.m. ET on September 15, 2017.

Additional Bonus Entries:

Immediately following submission of your initial Entry, you may complete the following short additional engagement tasks to receive additional bonus entries.

SOCIAL MEDIA ENGAGEMENT TASKS	
Twitter Referral	Entrants will be prompted to share the Sweepstakes via a unique URL on their Twitter account inviting Twitter followers to enter the Sweepstakes. To obtain a completed bonus entry, an Entrant’s Twitter follower must click on the link in the Invitation Post and complete and submit the registration information requested and enter the Sweepstakes. Upon the Entrant’s Twitter follower’s successful entry into the Sweepstakes, the Entrant will receive one (1) bonus entry. *You must be a registered member of Twitter to participate in this Bonus Entry option. Twitter membership is free.

Facebook Referral:	Entrants will be prompted to share the Sweepstakes via a unique URL on their Facebook account inviting Facebook friends to enter the Sweepstakes. To obtain a completed bonus entry, an Entrant's Facebook follower must click on the link in the Invitation Post and complete and submit the registration information requested and enter the Sweepstakes. Upon the Entrant's Facebook follower's successful entry into the Sweepstakes, the Entrant will receive one (1) bonus entry. <i>*You must be a registered member of Facebook to participate in this Bonus Entry option. Facebook membership is free.</i>
<i>*Limit ten (10) Social Media bonus entries per person during the Sweepstakes Period, regardless of social media platform,</i>	

ACTIVITY ENGAGEMENT TASKS	
Watch a Video	Follow the on-screen instructions to watch the Cruzan® Rum video. To receive a completed bonus entry, you must click "play" on the applicable Cruzan® Rum video. <i>*Limit one (1) Watch a Video Bonus Entry per person during the Sweepstakes Period.</i>
Bucket List Photo	<p>Follow the on-screen instructions to upload a photo. To obtain a completed bonus entry, Bucket List Photo must comply with the submission instructions included below. Entrant will be notified via email of their completed submission once photo deemed in accordance with instructions. <i>*Limit five (5) Bucket List Photo Bonus Entries per person during the Sweepstakes Period.</i></p> <p>All Photo submissions must comply with the following requirements:</p> <p><u>Content Requirements:</u> All entrants must use caution and common sense in creating their photos. THE PHOTO WILL BE RETAINED BY AND BECOME THE PROPERTY OF SPONSOR AND WILL NOT BE RETURNED. ALL ENTRANTS GRANT TO SPONSOR THE ABSOLUTE RIGHT AND PERMISSION TO COPYRIGHT, USE, PUBLISH, DISPLAY, BROADCAST, EDIT, MODIFY, REPRODUCE AND DISTRIBUTE THE PHOTO. SPONSOR SHALL HAVE THE PERPETUAL, IRREVOCABLE, UNCONDITIONAL, UNRESTRICTED, WORLDWIDE RIGHT TO USE THE PHOTO, IN WHOLE OR IN PART, IN ANY MEDIUM NOW KNOWN OR HEREAFTER DEVELOPED INCLUDING, BUT NO LIMITED TO, ANY PRINT OR ELECTRONIC MEDIUM, VIDEO, BORADCASE, AND/OR ON THE INTERNET. ENTRANTS WILL RECEIVE NO PAYMENT, ROYALTY OR OTHER COMPENSATION FOR THE USE OF THE PHOTO. The photo must be suitable for publication and compliant with the following content requirements in the sole opinion of the Sponsor:</p> <ol style="list-style-type: none"> 1. Photo cannot depict consumption of alcoholic beverages; 2. Photo shall only depict the entrant, and the entrant must be twenty-one (21) years of age or older at the time of entry; 3. Photo cannot be obscene, defamatory, dangerous, discriminatory, infringing or otherwise inappropriate or unsuitable for publication to general audiences over the age of twenty-one (21); 4. Photo cannot depict or encourage excessive or irresponsible alcohol consumption, link alcohol to any activities that would be dangerous while consuming alcohol, including operating machinery, sailing, skiing, etc.; 5. Photo must not contain or depict any third party trademarks (other than Cruzan® Rum, should entrant choose to include such product in the photo submission) or copyright protected material. 6. Photo cannot be obscene or offensive, or endorse any form of hate or hate group;

7. Photo cannot defame, misrepresent or contain disparaging remarks about any person or entity, including but not limited to the Sponsor or its affiliates, as determined in the sole discretion of the Sponsor;
8. Photo cannot contain any material that may, in the sole discretion of Sponsor, infringe on the intellectual property rights of any third party, including but not limited to, copyrights or trademarks owned by others. Entrants must use their own original material in the creation of the photo. If a photo contains any third party trademarks or copyrighted material, Sponsor may, in its sole discretion, disqualify the entry from the sweepstakes. In the alternative, Sponsor may ask the entrant to provide the appropriate legal documentation, as required by Sponsor, that demonstrates that the entrant has received proper permission to use such third party material in the Photo for all purposes related to this Sweepstakes and Sponsor, with a right to further grant and transfer such permission to Sponsor and its affiliates. Failure to provide appropriate legal documentation, as determined in Sponsor's sole discretion, will result in disqualification of the entry without notice;
9. Photo cannot advertise or promote any third party brand or product of any kind or contain any personal identification, including, but not limited to: license plate numbers, personal names, e-mail addresses, phone numbers, or street addresses;
10. Photo cannot contain materials embodying the names, voices, likeness, or other indicia of, or identifying any person, living or dead, unless appropriate permission and releases have been obtained for the use of such material in your photo. Failure to provide this documentation upon Sponsor's request will result in disqualification of the entry without notice
11. Photo cannot depict any materials relating to the armed forces of the United States, or the American flag, or any emblem, seal, insignia, or decoration associated with such flag or armed forces. Entries cannot be in violation of any applicable federal, state, and/or local laws, rules, and regulations;
12. In addition to the requirements and guidelines above, photo must not contain obscene or pornographic material, contain defamatory or libelous statements, invade privacy rights, exploit individuals or in any other way violate applicable laws and regulations.

Technical Requirements:

1. Photo must be submitted in one of the following standard file formats: .jpg, .jpeg, .png, or .gif.
2. Photo files may not be larger than 5MB in size

4. Entry Errors/Tampering: Sponsor reserves the right to void all entries made through any third-party web site or service, or through any robotic, automatic, mechanical, programmed or similar entry duplication method, and to disqualify any individual using such a web site/ service or entry method, as applicable. Sponsor is not responsible for: (i) electronic, wireless or digital transmissions or any entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by Sponsor or its agents for any reason; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries; (iii) destruction of or unauthorized access to, or alteration of, entries; (iv) failed or unavailable hardware, network, software, SMS text or telephone transmissions; (v) damage to entrant's or any person's computer or wireless device or its contents; (vi) causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (vii) any entries submitted in a manner that is not expressly allowed under these Official Rules; (viii) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (ix) any typographical or

other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prizes or prize winners; (x) malfunctions or interference resulting from illicit, malicious or injurious code (including but not limited to viruses, worms and denial of service attacks); or (xi) cheating or fraud by any participant.

All incomplete or non-conforming entries will be disqualified. All entries become Sponsor's property and will not be returned.

If for any reason the Sweepstakes cannot be executed as planned, including but not limited to any printing, administrative, or other error of any kind, transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right, in its sole discretion, to cancel, modify or terminate the Sweepstakes and, if terminated before the original end date, to select the winners from among all eligible non-suspect entries received as of the date/time of termination. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR OTHERWISE CORRUPT THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

5. Further Entry Conditions: Limit seventeen (17) total entries per person/household as outlined below during the Sweepstakes Period.

<u>Entry Method</u>	<u>Total allowed entries</u>
Enter Online	One (1) entry
Social Media Entries	Up to ten (10) entries, regardless of social platform
Bucket List Photos Upload	Up to five (5) entries
Watch a Video	One (1) entry

Multiple entrants are not permitted to share the same email address or other relevant account. Anyone attempting to submit more than seventeen (17) entries per person may be disqualified from the Sweepstakes at Sponsor's sole discretion. If more than seventeen (17) entries are received per person, by any means including, but not limited to, establishing multiple e-mail accounts or cell phone numbers, all such entries, and the person that submitted them, will be disqualified. Proof of submission of an entry does not constitute proof of receipt of entry by Sponsor. By entering, entrants acknowledge their compliance with an agreement to be bound by these Official Rules and the Sponsor's decisions. All entries become the property of Sponsor and will not be returned.

6. Drawing/Odds of Winning: Winners will be determined in a random drawing from among all eligible entries received during the Sweepstakes Period. The drawing will be conducted on a weekly basis, every Friday during the Sweepstakes Period by Sponsor or Sponsor's agent. Odds of winning will depend on the total number of eligible entries received. Potential winners will be notified by phone, or mail or e-mail every Friday, following the weekly drawing. Prize winner may be announced by news release. Winning is contingent upon fulfilling all requirements of these Official Rules.

7. Prizes:

Grand Prize: Nine (9) Grand Prize winners will be selected among all eligible entrants as defined in Rule 6 above, in accordance with these official rules. Grand Prize winner will receive a Cruzan® Rum branded t-shirt. Approximate Retail Value "A.R.V." three dollars and forty cents (\$3.40).

The total ARV of all available prizes in this Sweepstakes is thirty dollars and sixty cents (\$30.60). Any difference between the stated ARV and actual value of prize will not be awarded in any form. Prize is non-transferable, and no prize substitutions or cash redemptions are allowed except by Sponsor in its sole discretion, or as otherwise provided herein. Sponsor may substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) becomes unavailable for any reason. **All income taxes on prize is the winner's sole responsibility. WINNER WILL BE ISSUED AN IRS FORM 1099 FOR THE VALUE OF THE PRIZE.** Prize will be awarded provided it is claimed properly in accordance with these Official Rules.

8. Verification/Prize Claim: Prize Winners must provide positive identification specified by Sponsor to claim or participate in a prize. Each Prize Winner will be required to sign and return an Affidavit of Eligibility, Liability Release, where permitted by law, a Publicity Release and may be required to pass, at the sole discretion of Sponsor, a federal background check, without additional compensation, within seven (7) business days of notification or the prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. If prize notification is returned as undeliverable, or if Sponsor, in its sole discretion, deems a potential winner ineligible to receive a prize for any reason, the corresponding prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. Sponsor's decisions will be final, binding and non-appealable in all matters relating to this Sweepstakes.

9. Limitations on Liability: By entering, each entrant agrees to abide by the terms of these Official Rules and by the decisions of the Sponsor, and agrees to indemnify, release, defend and hold harmless the Sponsor, its parent company, subsidiaries, affiliates and agencies, and the officers, directors and employees of each of the foregoing (collectively, the "Released Parties"), from and against any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury (including without limitation emotional distress) and/or death, publicity rights, defamation or invasion of privacy or merchandise delivery arising from or in connection with participation in the Sweepstakes or the acceptance, possession and/or use/misuse of a prize (if awarded to him/her) or his/her participation in prize-related activities (if applicable), including but not limited to travel related thereto.

By accepting a prize, each Prize Winner agrees that any liability concerning or arising out of his/her prize rests solely with the common carrier on which the winner traveled, the hotel that provided lodging, or the manufacturer of the goods, (as applicable) and/or the respective affiliates of each of the foregoing. Furthermore, each Prize Winner, by accepting a prize, acknowledges that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to such prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose.

10. Consent to Publicity: By accepting a prize, each Prize Winner further consents to Sponsor's use of his/her name, voice, statement and/or likeness for advertising, promotion, public relations or trade purposes in commerce and in any media worldwide without limitation or additional compensation or notice, unless prohibited by law.

11. Disputes/Venue/Governing Law: By participating, entrants agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in the State of Illinois; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any

and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

12. Personal Information: All personal information collected from entrants in connection with participation in this Sweepstakes will be used only as provided in Sponsor's Privacy Policy, available at www.cruzanrum.com.

13. Winners List: For a list of winners of major prizes, send a self-addressed stamped business-size envelope after September 15, 2017 and no later than October 15, 2017 to: Cruzan® Rum Sweepstakes, Jim Beam Brands Co., 222 W. Merchandise Mart Plaza, Suite 1600, Chicago, IL 60654, or visit the Cruzan® Rum website at www.cruzanrum.com between the above-referenced dates.

14. Sponsor: Jim Beam Brands Co., 222 W Merchandise Mart Plaza, Suite 2600, Chicago, IL 60654

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Please see the Cruzan® Rum **Legal Notice** and **Privacy Policy** for more information.

DRINK RESPONSIBLY.

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