

**2025 PBR SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. SWEEPSTAKES WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “2025 PBR Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers, and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Sweepstakes, the Professional Bull Riders, Inc. (“PBR”), and members of their immediate families (spouse, parent, child, or sibling; whether biological, adopted, step, or in-law) or households (whether related or not) are not eligible to participate. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules (“Official Rules”) and Sponsor’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. SWEEPSTAKES PERIOD:

Sweepstakes begins at 12:00:00 a.m. Eastern Standard Time (“EST”) on December 15, 2024, and ends at 11:59:59 p.m. Eastern Daylight Time (“EDT”) on August 16, 2025 (“Sweepstakes Period”). The Sweepstakes Period is divided into one grand prize entry period (“Grand Prize Entry Period”) and twenty (20) entry periods (each an “Entry Period”) as defined below. Sponsor’s computer is the official time keeping device for this Sweepstakes.

GRAND PRIZE ENTRY PERIOD

Start Date/Time	End Date/Time	Drawing Date
12/15/24; 12:00:00 a.m. EST	08/16/25; 11:59:59 p.m. EDT	08/19/25

ENTRY PERIOD 1 – ENTRY PERIOD 20

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Entry Period	Start Date/Time	End Date/Time	Drawing Date
1	12/15/24; 12:00:00 a.m. EST	01/01/25; 11:59:59 p.m. EST	01/02/25
2	01/02/25; 12:00:00 a.m. EST	01/05/25; 11:59:59 p.m. EST	01/06/25
3	01/06/25; 12:00:00 a.m. EST	01/12/25; 11:59:59 p.m. EST	01/13/25
4	01/13/25; 12:00:00 a.m. EST	01/19/25; 11:59:59 p.m. EST	01/20/25
5	01/20/25; 12:00:00 a.m. EST	01/26/25; 11:59:59 p.m. EST	01/27/25
6	01/27/25; 12:00:00 a.m. EST	02/02/25; 11:59:59 p.m. EST	02/03/25
7	02/03/25; 12:00:00 a.m. EST	02/09/25; 11:59:59 p.m. EST	02/10/25
8	02/10/25; 12:00:00 a.m. EST	02/16/25; 11:59:59 p.m. EST	02/17/25
9	02/17/25; 12:00:00 a.m. EST	02/23/25; 11:59:59 p.m. EST	02/24/25
10	02/24/25; 12:00:00 a.m. EST	03/02/25; 11:59:59 p.m. EST	03/03/25
11	03/03/25; 12:00:00 a.m. EST	03/10/25; 11:59:59 p.m. EST	03/11/25
12	03/11/25; 12:00:00 a.m. EDT	03/16/25; 11:59:59 p.m. EDT	03/17/25
13	03/17/25; 12:00:00 a.m. EDT	03/23/25; 11:59:59 p.m. EDT	03/24/25
14	03/24/25; 12:00:00 a.m. EDT	03/30/25; 11:59:59 p.m. EDT	03/31/25
15	03/31/25; 12:00:00 a.m. EDT	04/06/25; 11:59:59 p.m. EDT	04/07/25
16	04/07/25; 12:00:00 a.m. EDT	04/13/25; 11:59:59 p.m. EDT	04/14/25
17	04/14/25; 12:00:00 a.m. EDT	04/17/25; 11:59:59 p.m. EDT	04/18/25
18	04/18/25; 12:00:00 a.m. EDT	04/27/25; 11:59:59 p.m. EDT	04/28/25
19	04/28/25; 12:00:00 a.m. EDT	05/01/25; 11:59:59 p.m. EDT	05/02/25
20	05/02/25; 12:00:00 a.m. EDT	05/04/25; 11:59:59 p.m. EDT	05/05/25

3. **HOW TO ENTER:**

(a) Internet: Visit <https://www.michleobultra.com/pbr> ("Website") and follow the online instructions to complete and submit an online entry ("Entry").

(b) Internet: Visit <https://www.busch.com/pbr> (also a "Website") and follow the online instructions to complete and submit an online entry (also an "Entry").

(c) QR Code: Use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response ("QR") code featured on signs or promotional materials at participating stores with the QR read application already installed on your phone. You will be directed to a mobile Web page at <https://www.michleobultra.com/pbr> (also a "Website") where you may complete and submit an entry (also an "Entry").

(d) QR Code: Use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response ("QR") code featured on signs or promotional materials at participating stores with the QR read application already installed on your phone. You will be directed to a mobile Web page at <https://www.busch.com/pbr> (also a "Website") where you may complete and submit an entry (also an "Entry").

For all QR Code Entries:

Proof of scanning QR codes does not constitute proof of completion or submission of an Entry. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type 'QR reader' in your mobile device's application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

For all Entries:

All Entries must be received and recorded during the Sweepstakes Period. Only the methods of entry described herein are valid. No other forms of entry are valid. To be valid, each Entry must comply with all of these Official Rules. Limit one (1) Entry per person.

Automated Entries are prohibited, and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to register multiple times will be disqualified and forfeits all prizes won, in Sponsor's sole discretion. Multiple entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Sweepstakes and a

dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered an entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. Potential winner may be required to show proof of being the authorized account subscriber.

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

4. SWEEPSTAKES DRAWING:

Grand Prize: One (1) potential winner will be selected in a random drawing to be held on August 19, 2025, from among all eligible Entries received during the Grand Prize Entry Period by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received during the Grand Prize Entry Period. See Rule 6 for prize details.

Entry Period 1 – Entry Period 20: Potential winners will be selected in a random drawing to be held on or about each Drawing Date as defined in Rule 2 from among all eligible Entries received during the applicable Entry Period. All drawings will be conducted by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Non-winning Entries from each Entry Period random drawing will carry forward to subsequent Entry Period random drawings. Odds of winning depend on the number of eligible Entries received during the applicable Entry Period. See Rule 6 for prize details.

5. WINNER NOTIFICATION AND PRIZE OBLIGATIONS:

Grand Prize:

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

Obligations of the Potential Winner:

- Potential winner must have a valid passport ("Passport") at the time of prize acceptance that remains valid through at least May 3, 2026.

- Potential winner will be required to submit a copy of their valid Passport to Sponsor within forty-eight (48) hours of prize acceptance.
- Potential winner must obtain a valid visa ("Visa") prior to travel and provide a copy of such Visa to Sponsor.
- Potential winner will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within forty-eight (48) hours of prize acceptance.
- Potential winner will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to within forty-eight (48) hours of winner's prize acceptance.

Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, the potential winner will be disqualified and an alternate potential winner will be randomly selected (time permitting).

Obligations of Potential Winner's one (1) Guest:

- Winner's one (1) guest must be twenty-one (21) years of age or older as of the end date of the Sweepstakes Period.
- Winner's one (1) guest must have a valid Passport at the time of winner's prize acceptance that remains valid through at least May 3, 2026.
- Winner's one (1) guest will be required to submit a copy of their valid Passport to Sponsor within forty-eight (48) hours of winner's prize acceptance.
- Winner's one (1) guest must obtain a valid Visa prior to travel and provide a copy of such Visa to Sponsor.
- Winner's one (1) guest will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within forty-eight (48) hours of winner's prize acceptance.
- Winner's one (1) guest will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor within forty-eight (48) hours of winner's prize acceptance.

Obligations of Potential Winner and Potential Winner's One (1) Guest:

If Sponsor so elects, potential winner and one (1) guest may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that potential winner and one (1) guest will not bring the Sponsor or the PBR into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor or the PBR. If requested, potential winner and one (1) guest agree to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be randomly awarded to an alternate potential winner (time permitting).

In the event of noncompliance within any stated time-period, the prize will be forfeited, and an alternate potential winner will be randomly selected (time permitting). Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner (time permitting).

Released Parties (as defined in Rule 9) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

Entry Period 1 – Entry Period 20:

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

Obligations of the Potential Winner:

- Potential winner may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within forty-eight (48) hours of prize acceptance.
- Potential winner will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor within forty-eight (48) hours of prize acceptance.

Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot

verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, the potential winner will be disqualified, and an alternate potential winner will be randomly selected at Sponsor's sole discretion (time permitting).

Obligations of the Potential Winner's One (1) Guest:

- Entry Period 1: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of January 1, 2025.
- Entry Period 2: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of January 5, 2025.
- Entry Period 3: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of January 12, 2025.
- Entry Period 4: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of January 19, 2025.
- Entry Period 5: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of January 26, 2025.
- Entry Period 6: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of February 2, 2025.
- Entry Period 7: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of February 9, 2025.
- Entry Period 8: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of February 16, 2025.
- Entry Period 9: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of February 23, 2025.
- Entry Period 10: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of March 3, 2025.
- Entry Period 11: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of March 9, 2025.
- Entry Period 12: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of March 16, 2025.
- Entry Period 13: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of March 23, 2025.

- Entry Period 14: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of March 30, 2025.
- Entry Period 15: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of April 6, 2025.
- Entry Period 16: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of April 13, 2025.
- Entry Period 17: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of April 17, 2025.
- Entry Period 18: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of April 27, 2025.
- Entry Period 19: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of May 1, 2025.
- Entry Period 20: Potential winner's one (1) guest must be twenty-one (21) years of age or older as of May 4, 2025.
- Entry Period 1 – Entry Period 20: Potential winner's one (1) guest will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor within forty-eight (48) hours of potential winner's prize acceptance.

Obligations of the Potential Winner and Potential Winner's One (1) Guest:

- If Sponsor so elects, potential winner and one (1) guest may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that the potential winner and one (1) guest will not bring the Sponsor or the PBR into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor or the PBR. If requested, the potential winner and one (1) guest agree to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited, and an alternate potential winner will be randomly selected at Sponsor's sole discretion (time permitting).

In the event of noncompliance within any stated time-period, the prize will be forfeited, and an alternate potential winner will be selected at Sponsor's sole discretion (time permitting). Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the prize may be awarded to an alternate winner at Sponsor's sole discretion (time permitting).

Released Parties (as defined in Rule 9) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

6. PRIZE DETAILS:

Grand Prize:

Prize (1 prize): A trip for winner and one (1) guest to Townsville, Queensland, Australia. Travel Dates: October 28, 2025 – November 3, 2025. Prize consists of round-trip coach international air transportation (from gateway city nearest winner's home), double-occupancy hotel accommodations for four (4) consecutive nights, two (2) "VIP" tickets to the PBR event scheduled to occur on October 31, 2025 – November 1, 2025 ("PBR Grand Finals"), one (1) \$1,000.00 food and beverage credit and one (1) \$500.00 PBRShop.com credit redeemable at <https://pbrshop.com>.

PBR Grand Finals dates are subject to change. Seating assignments at the PBR Grand Finals to be determined by Sponsor, in Sponsor's sole discretion, and are subject to availability and change. Winner and one (1) guest must travel on the same itinerary and on the dates specified by Sponsor or prize will be forfeited and will be randomly awarded to an alternate potential winner (time permitting). Winner and one (1) guest must comply with all travel requirements, which may include, without limitation, presenting necessary identification (including a valid Passport, Visa, or driver's license) at the time of travel. Flight schedules are subject to change without notice. Winner may be required to provide a credit card at time of hotel/lodge check-in. Any costs incurred due to changes to the original itinerary are solely the winner's responsibility. Travel and accommodations are the Sponsor's discretion and subject to availability and change. Ground transportation, meals (other than the "food and beverage credit" noted above), gratuities, Passport fees, Visa fees, personal purchases and all other expenses not specified herein are solely winner's responsibility. If winner cannot accept prize as specified, prize will be forfeited and randomly awarded to an alternate potential winner (time permitting). Approximate Retail Value ("ARV") is up to \$10,900.00. Actual value depends on city/day/time of departure. Any difference between stated value and actual value will not be awarded.

Entry Period 1:

Entry Period 1 – Prize 1 (1 prize to be awarded; see Rule 2, see Rule 4): Winner will receive two (2) tickets to the "Unleash the Beast – PBR Chicago" scheduled to occur January 10, 2025 – January 11, 2025, in Chicago, Illinois ("Event"). ARV is up to \$190.00.

Entry Period 1 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the "Pendleton Whisky Velocity Tour – PBR North Charleston" scheduled to occur January 10, 2025 – January 11, 2025, in North Charleston, South Carolina (also an "Event"). ARV is up to \$190.00.

Entry Period 1 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – PBR Spokane” scheduled to occur January 10, 2025 – January 11, 2025, in Spokane, Washington (also an “Event”). ARV is up to \$190.00.

Entry Period 1 – Prize 4 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – Denver PBR Chute Our at the National Western Stock Show” scheduled to occur January 13, 2025 – January 15, 2025, in Denver, Colorado (also an “Event”). ARV is up to \$190.00.

Entry Period 2:

Entry Period 2 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – Michelob Ultra PBR Houston” scheduled to occur January 17, 2025 – January 18, 2025, in Houston, Texas (also an “Event”). ARV is up to \$190.00.

Entry Period 2 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour- PBR Charleston” scheduled to occur January 17, 2025 – January 18, 2025, in Charleston, West Virginia (also an “Event”). ARV is up to \$190.00.

Entry Period 2 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Bakersfield” scheduled to occur January 18, 2025, in Bakersfield, California (also an “Event”). ARV is up to \$190.00.

Entry Period 3:

Entry Period 3 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – U.S. Border Patrol PBR Pittsburgh Present by Ariat” scheduled to occur January 24, 2025 – January 25, 2025, in Pittsburgh, Pennsylvania (also an “Event”). ARV is up to \$190.00.

Entry Period 3 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – PBR Tulsa” scheduled to occur January 24, 2025 – January 25, 2025, in Tulsa, Oklahoma (also an “Event”). ARV is up to \$190.00.

Entry Period 3 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Grand Rapids” scheduled to occur January 24, 2025 – January 25, 2025, in Grand Rapids, Michigan (also an “Event”). ARV is up to \$190.00.

Entry Period 4:

Entry Period 4 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – Wrangler Long Live Cowboys PBR Sacramento” scheduled to occur January 31, 2025 – February 2, 2025, in Sacramento, California (also an “Event”). ARV is up to \$190.00.

Entry Period 4 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Michelob Ultra PBR Laredo” scheduled to occur January 31, 2025 – February 1, 2025, in Laredo, Texas (also an “Event”). ARV is up to \$190.00.

Entry Period 4 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Greenville” scheduled to occur January 31, 2025 – February 1, 2025, in Greenville, South Carolina (also an “Event”). ARV is up to \$190.00.

Entry Period 5:

Entry Period 5 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast - PBR Salt Lake City” scheduled to occur February 7, 2025 – February 8, 2025, in Salt Lake City, Utah (also an “Event”). ARV is up to \$190.00.

Entry Period 5 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Youngstown” scheduled to occur February 7, 2025 – February 8, 2025, in Youngstown, Ohio (also an “Event”). ARV is up to \$190.00.

Entry Period 5 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – PBR Reading” scheduled to occur February 7, 2025 – February 8, 2025, in Reading, Pennsylvania (also an “Event”). ARV is up to \$190.00.

Entry Period 6:

Entry Period 6 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – Ariat PBR Indianapolis” scheduled to occur February 14, 2025 – February 15, 2025, in Indianapolis, Indiana (also an “Event”). ARV is up to \$190.00.

Entry Period 6 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Everett” scheduled to occur February 14, 2025 – February 15, 2025, in Everett, Washington (also an “Event”). ARV is up to \$190.00.

Entry Period 6 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Memphis” scheduled to occur February 15, 2025, in Memphis, Tennessee (also an “Event”). ARV is up to \$190.00.

Entry Period 7:

Entry Period 7 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – Michelob Ultra PBR Jacksonville” scheduled to occur February 22, 2025 – February 23, 2025, in Jacksonville, Florida (also an “Event”). ARV is up to \$190.00.

Entry Period 7 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – PBR Reno” scheduled to occur February 21, 2025 – February 22, 2025, in Reno, Nevada (also an “Event”). ARV is up to \$190.00.

Entry Period 7 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – Beatbox PBR Worcester” scheduled to occur February 22, 2025 – February 23, 2025, in Worcester, Massachusetts (also an “Event”). ARV is up to \$190.00.

Entry Period 8:

Entry Period 8 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – PBR Milwaukee” scheduled to occur March 1, 2025 – March 2, 2025, in Milwaukee, Wisconsin (also an “Event”). ARV is up to \$190.00.

Entry Period 8 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR GOVX PBR Norfolk” scheduled to occur February 28, 2025 – March 1, 2025, in Norfolk, Virginia (also an “Event”). ARV is up to \$190.00.

Entry Period 8 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour PBR Bridgeport” scheduled to occur February 28, 2025 – March 1, 2025, in Bridgeport, Connecticut (also an “Event”). ARV is up to \$190.00.

Entry Period 9:

Entry Period 9 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – PBR Little Rock” scheduled to occur March 8, 2025 – March 9, 2025, in Little Rock, Arkansas (also an “Event”). ARV is up to \$190.00.

Entry Period 9 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – PBR Lexington” scheduled to occur March 7, 2025 – March 8, 2025, in Lexington, Kentucky (also an “Event”). ARV is up to \$190.00.

Entry Period 9 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – Kubota PBR Bangor” scheduled to occur March 7, 2025 – March 9, 2025, in Bangor, Maine (also an “Event”). ARV is up to \$190.00.

Entry Period 10:

Entry Period 10 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast PBR Event” scheduled to occur March 15, 2025 – March 16, 2025, in Louisville, Kentucky (also an “Event”). ARV is up to \$190.00.

Entry Period 10 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Knoxville” scheduled to occur March 15, 2025, in Knoxville, Tennessee (also an “Event”). ARV is up to \$190.00.

Entry Period 10 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Tallahassee” scheduled to occur March 7, 2025 – March 9, 2025, in Tallahassee, Florida (also an “Event”). ARV is up to \$190.00.

Entry Period 11:

Entry Period 11 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – PBR Greater Palm Springs” scheduled to occur March 21, 2025 – March 23, 2025, in Palm Springs, California (also an “Event”). ARV is up to \$190.00.

Entry Period 11 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Wheeling” scheduled to occur March 21, 2025 – March 22, 2025, in Wheeling, West Virginia (also an “Event”). ARV is up to \$190.00.

Entry Period 11 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Dayton” scheduled to occur March 21, 2025 – March 22, 2025, in Dayton, Ohio (also an “Event”). ARV is up to \$190.00.

Entry Period 12:

Entry Period 12 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – PBR Albuquerque TY Murray Invitational” scheduled to occur March 28, 2025 – March 30, 2025, in Albuquerque, New Mexico (also an “Event”). ARV is up to \$190.00.

Entry Period 12 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Fresno” scheduled to occur March 28, 2025 – March 29, 2025, in Fresno, California (also an “Event”). ARV is up to \$190.00.

Entry Period 12 – Prize 3 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – Boot Barn PBR Lincoln” scheduled to occur March 21, 2025 – March 22, 2025, in Lincoln, Nebraska (also an “Event”). ARV is up to \$190.00.

Entry Period 13:

Entry Period 13 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – Premier Bankcard PBR Sioux Falls” scheduled to occur April 4, 2025 – April 6, 2025, in Sioux Falls, South Dakota (also an “Event”). ARV is up to \$190.00.

Entry Period 13 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Eugene” scheduled to occur April 4, 2025 – April 5, 2025, in Eugene, Oregon (also an “Event”). ARV is up to \$190.00.

Entry Period 14:

Entry Period 14 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – PBR Billings” scheduled to occur April 12, 2025 – April 13, 2025, in Billings, Montana (also an “Event”). ARV is up to \$190.00.

Entry Period 14 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour PBR – Grand Forks” scheduled to occur April 11, 2025 – April 12, 2025, in Grand Forks, North Dakota (also an “Event”). ARV is up to \$190.00.

Entry Period 15:

Entry Period 15 – Prize 1 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast – PBR Nampa” scheduled to occur April 18, 2025 – April 19, 2025, in Nampa, Idaho (also an “Event”). ARV is up to \$190.00.

Entry Period 15 – Prize 2 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour - PBR Oakland” scheduled to occur April 19, 2025, in Oakland, California (also an “Event”). ARV is up to \$190.00.

Entry Period 16:

Entry Period 16 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Unleash the Beast - PBR Tacoma” scheduled to occur April 26, 2025 – April 27, 2025, in Tacoma, Washington (also an “Event”). ARV is up to \$190.00.

Entry Period 17:

Entry Period 17 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “Pendleton Whisky Velocity Tour – PBR World Finals: Unleash the Beast - Eliminations” scheduled to occur May 2, 2025 – May 3, 2025, in Corpus Christi, Texas (also an “Event”). ARV is up to \$190.00.

Entry Period 18:

Entry Period 18 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “PBR World Finals: Unleash the Beast - Eliminations” scheduled to occur May 8, 2025 – May 11, 2025, in Ft. Worth, Texas (also an “Event”). ARV is up to \$190.00.

Entry Period 19:

Entry Period 19 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “PBR World Finals: Unleash the Beast – Ride for Redemption” scheduled to occur May 14, 2025 – May 15, 2025, in Ft. Worth, Texas (also an “Event”). ARV is up to \$190.00.

Entry Period 20:

Entry Period 20 (1 prize to be awarded; see Rule 2; see Rule 4): Winner will receive two (2) tickets to the “PBR World Finals: Unleash the Beast - Championships” scheduled to occur May 17, 2025 – May 18, 2025, in Ft. Worth, Texas (also an “Event”). ARV is up to \$190.00.

For all prizes:

Event date is subject to change. Seating assignments at the Event to be determined by Sponsor, in Sponsor’s sole discretion, and are subject to availability and change. Air transportation, ground transportation, accommodations, meals, gratuities,

personal purchases, and all other expenses not specified herein are winner's responsibility.

If the prize cannot be awarded for any reason including Acts of God, acts of terrorism, civil disturbances, work stoppage, COVID-19, or any other natural disaster outside of Sponsor's control, then no prize will be awarded.

If winner cannot accept the prize as specified, prize will be forfeited and will be randomly awarded to an alternate potential winner (time permitting). Total ARV of all prizes is up to \$33,620.00. Any difference between stated value and actual value will not be awarded.

Limit one (1) prize per person. Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize or any portion thereof cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

7. PUBLICITY:

Acceptance of prize offered constitutes permission for Sponsor to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

8. RELEASE:

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, the PBR, and each of their respective affiliates, officers, directors, employees, wholesale distributors, sponsors, licensees, representatives and agents (the "Released Parties"), harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage, save that nothing in these Official Rules shall operate to limit or exclude any liability that cannot legally be limited or excluded.

9. GENERAL CONDITIONS:

Anheuser-Busch, LLC, the PBR, and each of their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or

misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer, or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of Entries, Sponsor reserves the right at their sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR'S NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

10. DISPUTE RESOLUTION:

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

11. PRIVACY POLICY:

The information you submit in connection with this Sweepstakes may be used by Sponsor for purposes of administration and fulfillment of the Sweepstakes, and in accordance with Sponsor's privacy policy located at <https://www.anheuser-busch.com/privacy-policy> (also a "Website"). If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

12. OFFICIAL RULES:

The Official Rules of the Sweepstakes are available for viewing at <https://www.michleobultra.com/pbr> (also a "Website") and <https://www.busch.com/pbr> (also a "Website") during the Sweepstakes Period.

13. SPONSOR:

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

15. WINNER'S LIST:

For the name of the winners, handprint "2025 PBR Sweepstakes Winners' List Request", your first and last name, and your complete address on a 3" x 5" card and mail to: 2025 PBR Sweepstakes Winners' List Request, Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118, for Sponsor's receipt within sixty (60) days after the end of the Sweepstakes Period.

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