

STL STELLA HOT ONES 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 CONTEST IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF REGISTRATION, LEGAL RESIDENTS OF ILLINOIS AND MISSOURI AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. CONTEST WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “STL Stella Hot Ones” (“Contest”) is open to legal residents of Illinois and Missouri who are twenty-one (21) years of age or older at the time of Registration. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, and each of the foregoing entities’ respective affiliates, subsidiaries, owners, shareholders, officers, directors, agents, representatives, employees, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Contest, 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 enter or win. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes participant’s full and unconditional agreement to these Official Rules (“Official Rules”) and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. IMPORTANT DATES AND TIME PERIODS:

Phase 1: The Registration Period for the “STL Stella Hot Ones” Trivia Game begins on June 20, 2024, and ends on June 26, 2024, or until all Teams have registered, whichever occurs first (the “Registration Period”). See Rule 3 for details.

Phase 2: The “STL Stella Hot Ones” Trivia Game Semi-Finals Competition begins on June 27, 2024, and ends on July 25, 2024 (“Semi-Finals Trivia Competition”). See Rule 4 for details."

Phase 3: The “STL Stella Hot Ones” Trivia Game Final Competition is scheduled to occur on August 8, 2024 (“Final Trivia Competition”).

3. PHASE 1: REGISTRATION PERIOD FOR THE “STL STELLA HOT ONES” TRIVIA COMPETITION:

The Registration Period for the “STL Stella Hot Ones” Trivia Game begins on June 19, 2024, and ends on June 26, 2024, or until all Teams have registered as outlined below, whichever occurs first.

To register, visit <https://www.stellaartois.com/stltrivia> (“Website”) and follow the online instructions to complete and submit an online registration (“Registration”). A valid Registration consists of three (3) eligible participants entering together as a team (“Team”) (subject to verification). Only Teams are eligible to win a prize. Limit one (1) Registration per Team. Participants may not be a member of more than one (1) Team. Replacement of a Team member is not allowed after Registration.

Sponsor will accept a total of thirty-two (32) Registrations on a first come, first served basis (subject to verification). Each member of the Team will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor as directed by Sponsor. In the event of non-compliance, the Team will be disqualified.

Once Sponsor has received and verified the thirty-two (32) Registrations, the Registration Period for the “STL Stella Hot Ones” Trivia Complete will conclude.

For all Registrations:

All Registrations must be received and recorded during the Registration Period. Only the methods of Registration described herein are valid. No other forms of Registration are valid. To be valid, each Registration must comply with all of these Official Rules.

Automated Registrations are prohibited, and any use of automated devices will cause disqualification. Participants may not enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple participants. Any participant 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 participants are not permitted to share the same email address. Should multiple users of the same email account enter the Contest and a dispute thereafter arise regarding the identity of the participant, the authorized account holder of said email account at the time of Registration will be considered a participant 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. Participants are solely responsible for any such wireless charges.

4. PHASE 2: THE “STL STELLA HOT ONES” TRIVIA GAME SEMI-FINALS:

The “STL Stella Hot Ones” Trivia Game Semi-Finals Competition will take place on June 27, 2024, July 11, 2024, July 18, 2024, and July 25, 2024 (each a “Semi-Final Trivia Competition”). The exact time and location of each Semi-Final Trivia Competition to be determined by Sponsor, in Sponsor’s sole discretion, and is subject to change. Teams will be notified in advance of the time and location of their Semi-Final Trivia Competition and will be broken out as defined below:

June 27, 2024:

Retail Location 1: 4 Teams to compete in a Semi-Final Trivia Game
Retail Location 2: 4 Teams to compete in a Semi-Final Trivia Game

July 11, 2024:

Retail Location 1: 4 Teams to compete in a Semi-Final Trivia Game
Retail Location 2: 4 Teams to compete in a Semi-Final Trivia Game

July 18, 2024:

Retail Location 1: 4 Teams to compete in a Semi-Final Trivia Game
Retail Location 2: 4 Teams to compete in a Semi-Final Trivia Game

July 25, 2024:

Retail Location 1: 4 Teams to compete in a Semi-Final Trivia Game
Retail Location 2: 4 Teams to compete in a Semi-Final Trivia Game

Semi-Final Trivia Competition Rules:

For a copy of the Official Rules, see the Stella Artois Brand Ambassador at the Semi-Final Trivia Competition.

Each Semi-Final Trivia Competition will consist of three (3) rounds of trivia with ten (10) questions asked per round (each a “Round”).

During each Round, each Team will answer questions asked by the Hot Ones trivia group that has partnered with the Stella Artois Brand Ambassadors for each Semi-Final Game. The decisions of the Hot Ones trivia group and Stella Artois Brand Ambassadors are final in all matters related to the Semi-Final Trivia Competition.

Each Team will write down their answer to each trivia question and must buzz in when they have an answer to the trivia question. No cell phones, blackberries or any type of outside sources are allowed. Teams that are reported using any outside devices will be disqualified and become ineligible for the Grand Prize.

If the first Team to buzz in provides the correct answer to the trivia question, the Team will receive one (1) point. If the first Team to buzz in provides an incorrect answer, then each member must try one (1) chicken wing that is sauced with one (1) of the ten (10) Hot Ones hot sauces. CAUTION: HOT SAUCE IS SPICY, SENSITIVE INDIVIDUALS SHOULD AVOID CONSUMPTION.

If the second Team to buzz in provides the correct answer to the trivia question, the Team will receive one (1) point. If the second Team to buzz in provides an incorrect answer, then each member of the second Team must try one (1) chicken wing that is sauced with one (1) of the ten (10) Hot Ones hot sauces. CAUTION: HOT SAUCE IS SPICY, SENSITIVE INDIVIDUALS SHOULD AVOID CONSUMPTION.

If neither Team provides the correct answer, then no points will be awarded.

The one (1) Team that has accrued the most points at the end of each Semi-Final Trivia Competition will be deemed the winning Team of that Semi-Final Trivia Competition and advance to the Final Trivia Competition scheduled to occur on August 8, 2024 (see Rule 5 for details). In the event of a Tie, a tie breaker questions and/or questions will be asked until the tie is broken.

5. PHASE 3: THE “STL STELLA HOT ONES” FINAL TRIVIA COMPETITION:

The “STL Stella Hot Ones” Final Trivia Competition will take place on August 8, 2024. The exact time and location of the Final Trivia Competition to be determined by Sponsor, in Sponsor’s sole discretion, and is subject to change. Teams will be notified in advance of the time and location of their Final Trivia Competition.

Final Trivia Competition Rules:

For a copy of the Official Rules, see the Stella Artois Brand Ambassador at the Final Trivia Competition.

The Final Trivia Competition will consist of eight (8) Teams (also each a “Team”).

The Final Trivia Competition will consist of three (3) rounds of trivia with ten (10) questions asked per round (each a “Round”).

During each Round, each Team will answer questions asked by the Hot Ones trivia group that has partnered with the Stella Artois Brand Ambassador for each Semi-Final Game. The decisions of the Hot Ones trivia group and Stella Artois Brand Ambassadors are final in all matters related to the Final Trivia Competition.

Each Team will write down their answer to each trivia question and must buzz in when they have an answer to the trivia question. No cell phones, blackberries or any type

of outside sources are allowed. Teams that are reported using any outside devices will be disqualified and become ineligible for the Grand Prize.

If a Team provides the correct answer to the trivia question, the Team will receive one (1) point.

If the Team provides an incorrect answer, then each member of the Team must try one (1) chicken wing that is sauced with one (1) of the ten (10) Hot Ones hot sauces. CAUTION: HOT SAUCE IS SPICY, SENSITIVE INDIVIDUALS SHOULD AVOID CONSUMPTION.

If no Team provides the correct answer, then no points will be awarded.

The one (1) Team that has accrued the most points at the end of will be deemed the winning Team of Final Trivia Competition and receive the Grand Prize (see Rule 6 for details). In the event of a Tie, a tie breaker questions and/or questions will be asked until the tie is broken.

6. PRIZE DETAILS:

Grand Prize (3 prizes will be awarded): Each member of the winning Team of the Final Trivia Competition will receive the following prize package:

- Hotel accommodations for two (2) consecutive nights at a hotel located in St. Louis, Missouri. Exact hotel to be determined by Sponsor, in Sponsor's sole discretion.
- A "Chef's Dinner" for winner and five (5) guests at a restaurant located in St. Louis, Missouri. Exact location of dinner to be determined by Sponsor, in Sponsor's sole discretion.
- Six (6) tickets to one (1) 2024 St. Louis Cardinals regular season baseball game. Exact game to be determined by Sponsor, in Sponsor's sole discretion, and is subject to change.

Approximate Retail Value ("ARV") is \$3,000.00.

For all prizes:

Air transportation, ground transportation, accommodations, meals, gratuities, personal purchases, and all other expenses not specified herein are solely winner's responsibility. If a winner cannot accept prize as specified, prize will be forfeited and will be randomly awarded to an alternate potential winner (time permitting). Approximate Retail Value is \$9,000.00. Any difference between stated value and actual value will not be awarded.

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.

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. PRIZE OBLIGATIONS:

Obligations of the Winner:

- 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.
- 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.

Obligations of Winner's Guests:

- Winner's guests must be twenty-one (21) years of age or older as August 8, 2024.
- Winner's guests 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 guests 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 guests will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor. If requested, the potential winner and guests 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.

8. PUBLICITY:

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

9. RELEASE:

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC and Administrator harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize including, without limitation, personal injuries, death and property damage.

10. DISPUTE RESOLUTION:

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

11. PRIVACY POLICY:

The information you submit in connection with this Contest may be used by Sponsor and Administrator for purposes of administration and fulfillment of the Contest, and in accordance with Sponsor's privacy policy located at https://www.stellaartois.com/en_us/privacy-policy.html (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 Contest are available for viewing at <https://www.stellaartois.com/stltrivia> (also a "Website") during the Contest Period.

13. SPONSOR:

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

14. WINNER'S LIST:

The names of the winners on each Team will be announced at the Semi-Finals Trivia Competition and Final Trivia Competition.

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