

Miller High Life® Harley-Davidson® Motorcycle Sweepstakes XIII  
(Promotion MLR3835 –WI) DRAFT 5 29 13

**MILLER HIGH LIFE® HARLEY-DAVIDSON® MOTORCYCLE  
SWEEPSTAKES XIII  
OFFICIAL RULES  
NO PURCHASE NECESSARY**

To enter, fill out and sign this form, and deposit in provided receptacle.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Apt. #: \_\_\_\_\_  
(No P.O. Boxes accepted)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Birth Date: \_\_\_\_\_

Email Address (optional): \_\_\_\_\_

Employer: \_\_\_\_\_

Signature: \_\_\_\_\_

**No purchase necessary.** Must be 21 years of age or older and a legal resident of WI to participate. Void where prohibited by law. All entries must be deposited by conclusion of radio event.

*See Reverse Side for Official Rules.*

**BACK SIDE**

**MILLER HIGH LIFE® HARLEY-DAVIDSON® MOTORCYCLE  
SWEEPSTAKES XIII  
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- 1. ELIGIBILITY:** The Miller High Life Harley-Davidson Motorcycle Sweepstakes XIII (“Sweepstakes”) is open only to legal U.S. residents of WI, who are 21 years of age or older. Employees, directors, officers, and agents of MillerCoors LLC (“Sponsor”), Harley-Davidson, Inc. (“Harley-Davidson”), their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies, and suppliers involved in the Sweepstakes (collectively “Released Parties”), as well as the members of each of their immediate families (spouse, parents, children, siblings and in-laws) and persons residing in the same

household of such individuals are not eligible to enter or win. Employees, agents and officers of alcohol beverage retailers or distributors and their family members are also not eligible to enter or win. Void where prohibited by law.

2. **HOW TO ENTER:** The Sweepstakes begins at or about 6:00:00 AM CT on 06/12/13 and ends at 11:59:59 PM CT on 08/12/13 (“Sweepstakes Period”). All entries become the sole property of the Sponsor and will not be returned. There are three ways to enter during the Sweepstakes Period:
  - a. Events: At participating locations, there will be one hundred thirty-three (133) Semi-Finalist events (“Events”). At the Event, completely fill out the official entry form or plain piece of 3” x 5” paper, sign your name and also hand print your complete name, address, birth date, email address (optional) and daytime phone number. Deposit your entry in the provided receptacle. Limit one entry per person, per day. Entries must be received by conclusion of Event. No mechanically-reproduced entries permitted. Not responsible for lost, late, mutilated, illegible or incomplete entries. All entries become the sole property of Sponsor and will not be returned.
  - b. Radio: Listen to WDEZ, WIFC, WOZZ, WSAU or Rock94.7 (the “Stations”) for a chance to qualify to become one (1) of the twenty-seven (27) Radio Semi-Finalists. Listen for the Miller High Life Harley-Davidson announcement during the day. If you are the designated caller to call the provided phone number after the announcement, you are a Radio Semi-Finalist, subject to verification.
  - c. Mail-in: Hand Print on an Official Entry Form (found on specially-marked Miller High Life or Miller High Life Light packaging at participating retailers) or a 3” x 5” paper, your complete name, address, birth date, email address (optional), daytime telephone number, employer and sign your name. Mail entry in a #10 envelope (4.125” x 9.5”) with a return address and first-class postage affixed to: Miller High Life Harley-Davidson Motorcycle Sweepstakes XIII – MLR3835, Dept. 36005A, P.O. Box 5078, Clinton, IA 52736-5078. Mail received without a verifiable and legible return address is incomplete and not a valid entry. **Note: entry form, mailing address and return mailing address all must be the same mailing address, otherwise entry is invalid.** Limit one (1) entry per #10 envelope, per person/household, per day. No mechanically reproduced entries permitted. All valid mail-in entries must be postmarked by 08/12/13 and received by 5:00 PM CT on 08/16/13. All entries become the sole property of the Sponsor and will not be returned.
3. **RANDOM DRAWING TO DETERMINE 40 SEMI-FINALISTS; RANDOM DRAWINGS TO DETERMINE 133 SEMI-FINALISTS; AND EVENT TO DETERMINE TEN (10) FINALISTS AND ONE (1) GRAND PRIZE WINNER:** One (1) Semi-Finalist from method 3(a) will be selected per event in random drawings conducted at the conclusion of events from among all eligible entries received by the Sponsor, whose decisions are final on all matters relating to the Sweepstakes. Odds of becoming a Semi-Finalist through entry method 3(a) depends on the number of eligible entries received. Forty (40) Semi-Finalists will

be selected from method 3(c) in a random drawing conducted on or about 08/19/13 from among all eligible entries received by Collaborative Marketing Group, an independent judging agency whose decisions on all matters relating to this sweepstakes are final. Odds of being selected through entry method 3(c) depend upon the number of eligible entries received. All Semi-Finalist spots through entry method 3(c) will be awarded assuming sufficient eligible entries are received and they are properly claimed. Semi-Finalists will be notified by phone or mail within two (2) days following the drawing date. The one hundred thirty-three (133) Event Semi-Finalists, forty (40) mail-in Semi-Finalists and twenty-seven (27) Radio Semi-Finalists (total of two hundred (200) Semi-Finalists) will be required to attend the Miller High Life Harley Davidson Grand Prize Event (the "Grand Prize Event") on or about 08/29/13 in Wausau, WI. Transportation to and from the Grand Prize Event and all other expenses are the sole responsibility of Semi-Finalist. Semi-Finalists must be present at the Grand Prize Event in order to win and will be disqualified if they do not attend the Grand Prize Event. At the Grand Prize Event, each Semi-Finalist will randomly choose one (1) Miller High Life bottle. Each Semi-Finalist will look at the bottom of their bottle. The ten (10) Semi-Finalists that have the word, "Finalist", on their bottle will be considered potential Finalists, subject to verification of eligibility. If a Semi-Finalists' bottle is blank or contains any message other than stated above, that Semi-Finalist is not a Finalist. Odds of Semi-Finalist winning Finalist Prize 1:20. Then, in number order, each Finalist will randomly choose one (1) container. Each Finalist opens his or her container. The Finalist that has the Grand Prize Harley-Davidson certificate in their container will be considered the potential Grand Prize Winner, subject to verification of eligibility. If Finalists' container contains a Miller High Life branded prize package, that Finalist is a Finalist Prize winner, subject to verification of eligibility. Odds of Finalist winning Grand Prize 1:10.

- 3. PRIZES AND APPROXIMATE RETAIL VALUES: One (1) Grand Prize:** prize includes one (1) Harley-Davidson Sportster 48® motorcycle. Options determined by Sponsor at its sole discretion. ARV: \$10,599.00. Winner must take delivery of prize at a dealership as designated by Sponsor and must possess and provide proof of a valid U.S. driver's license and proof of liability insurance. Prize winner is solely responsible for any expenses and costs in connection with the Grand Prize not expressly described herein as being awarded including, without limitation, the following: (i) all income, federal (including luxury), state and local taxes, including sales tax payable to dealership; (ii) insurance, licensing, and registration fees, (iii) any travel/shipping costs associated with transportation to and from winner's residence and dealership, (iv) dealer preparation fees and/or additional options, additions or equipment; and (v) any additional expenses associated with prize acceptance and use not described herein as being awarded. Sponsor makes no representation to winner as to the fitness or suitability of the prize for any purpose, and Sponsor offers no warranty. Warranty shall be provided by manufacturer. Sponsor disclaims all liability or warranty for prize or any of its components. Prize is awarded pursuant to a revocable, nontransferable license that is personal to the winner and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred,

given away, donated, or otherwise conveyed. A violation of these restrictions shall revoke winner's license, and the prize will not be honored. **Ten (10) Finalist Prizes:** Miller High Life branded merchandise prize pack. ARV: \$50.00. Sponsor to determine exact sizes, styles and items included in merchandise prize pack. **Limit one (1) prize per household/address. ARV of all prizes: \$11,049.00.**

4. **WINNER VERIFICATION:** The potential Prize winners are subject to verification of eligibility and compliance with these Official Rules. The potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) within seven (7) days of attempted notification or prize will be forfeited in its entirety. Failure to provide all required information and a signature on the documents will result in forfeiture of winner's right to claim a prize. The potential Grand Prize winner may be subject to a background check before the prize will be awarded; if the potential winner has been convicted of a felony or any other crime that would reflect negatively on the Sponsor, the potential winner may be disqualified. In the event of noncompliance with these Official Rules, or if prize notification or prize is returned as undeliverable, the prize will be forfeited. If a winner for the prize cannot be confirmed by 09/30/13, then the prize will not be awarded.
5. **PRIZE TERMS:** Prizes are not transferable and include only the items specifically listed as part of prize. No substitution or cash equivalent of prize is permitted except at the sole discretion of the 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. Any portion of prize not accepted by winner will be forfeited. Federal, state, and local taxes on prize and any expenses relating to the acceptance of and use of prize not specified herein are the responsibility of winner. Approximate retail values are as of the time the rules were printed and the value of a prize may fluctuate. The winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded.
6. **ADDITIONAL TERMS:** Sponsor is not responsible for late, lost, misdirected, mutilated, incomplete, or illegible entries or mail. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by entrant or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error which may occur in the processing of the entries. Sponsor is not responsible for any change of mailing address and/or telephone number of entrants. Proof of submission of an entry will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any typographical, technical, or other error in the Sweepstakes offer, administration of the Sweepstakes or in the announcement of prize winners. In the event of a printing/production/typographical error, irregular or invalid code/message or equipment error, neither MillerCoors LLC, its parent companies, their distributors, alcohol beverage retailers, affiliates, subsidiaries, advertising and promotion agencies, or their respective agents or agencies shall have any liability. In no event will more than the number of prizes stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims

are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event Sponsor is prevented from continuing with the Sweepstakes or the integrity and/or feasibility of the Sweepstakes is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without any further obligation. If Sponsor, in its discretion, elects to alter this Sweepstakes as a result of a Force Majeure event, a notice will be posted at participating locations. In the event of cancellation, Sponsor will award the prize in a random drawing from among all valid and eligible entries received up to the time of such cancellation, providing a sufficient number of entries are received. By participating in this Sweepstakes and submitting an entry, each entrant agrees: (i) to be bound by these Official Rules, including all entry requirements; (ii) to hold Sponsor, its representatives, directors, officers, agents, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies, employees and assigns (collectively, the "Released Parties"), harmless against any and all claims, injuries, damages, losses and liability that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of any prize or any travel or activity related to the receipt or use of any prize; and (iii) that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Winner, by acceptance of a prize, grant to Sponsor and its designees the right to use winner's name, address (city and state of residence), photograph, voice, statements and/or other likeness and prize information in perpetuity for purposes of advertising and trade in any and all media now known or hereafter devised, throughout the world, without further compensation, or consideration, notification or permission, unless prohibited by law. As a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or the prize awarded shall be governed by the laws of the State of Wisconsin without giving effect to any choice of law or conflict of law rules, and that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, exclusively before a court located in Milwaukee County, WI. Further, in such dispute, under no circumstances will entrant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental or consequential damages, including reasonable attorney's fees, other than participant's actual out of pocket expenses (i.e. costs associated with entering this Sweepstakes), and participant further waives all rights to have damages

multiplied or increased. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Please see the privacy policy located at [www.millerhighlife.com](http://www.millerhighlife.com) for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes.

7. **RULES REQUEST:** For a copy of the official rules, send a self-addressed, stamped business size (#10) envelope postmarked by 08/12/13 to: MILLER HIGH LIFE® HARLEY-DAVIDSON® MOTORCYCLE SWEEPSTAKES XIII RULES REQUEST – Dept. 36005R, P.O. Box 5078, Clinton, IA 52736-5078.
8. **WINNER LIST:** For the names of the winners, available after 08/29/13, send a self-addressed stamped envelope, postmarked by 08/29/13, to: MILLER HIGH LIFE® HARLEY-DAVIDSON® MOTORCYCLE SWEEPSTAKES XIII WINNER LIST – Dept. 36005W, P.O. Box 5078, Clinton, IA 52736-5078.

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Harley-Davidson is not a sponsor of this sweepstakes.

**SORRY COPY**

**MILLER HIGH LIFE® HARLEY-DAVIDSON® MOTORCYCLE  
SWEEPSTAKES XIII**

**SORRY, ALL OFFICIAL ENTRY  
FORMS HAVE BEEN TAKEN...**

NO PURCHASE NECESSARY. COMPLETE AN OFFICIAL ENTRY FORM OR PLAIN PIECE OF 3" X 5" PAPER, SIGN YOUR NAME AND ALSO HAND PRINT YOUR COMPLETE NAME, ADDRESS, BIRTH DATE, EMAIL ADDRESS (OPTIONAL) AND DAYTIME PHONE NUMBER. DEPOSIT YOUR ENTRY IN THE PROVIDED RECEPTACLE. LIMIT ONE ENTRY PER PERSON, PER DAY. NO

MECHANICALLY-REPRODUCED ENTRIES PERMITTED. ALL ENTRIES MUST BE DEPOSITED BY THE CONCLUSION OF EACH EVENT. VOID WHERE PROHIBITED BY LAW. THIS SWEEPSTAKES IS OPEN ONLY TO RESIDENTS OF WI WHO ARE 21 YEARS OF AGE OR OLDER TIME OF ENTRY.

**POS DISCLAIMER:**

NO PURCHASE NECESSARY. Must be 21 years of age or older and a legal resident of WI to participate. Void where prohibited by law. All entries must be deposited by conclusion of each event. For details and odds of winning, see Official Rules at events.