

## **TERRA INCOGNITA "JOIN THE JOURNEY" SWEEPSTAKES OFFICIAL RULES**

**MUST BE 21 YEARS OF AGE OR OLDER TO PARTICIPATE. NO  
PURCHASE NECESSARY TO ENTER OR WIN.**

**Sponsor:** Boulevard Brewing Co. and Sierra Nevada Brewing Co.

**Eligibility:** The Terra Incognita "Join The Journey" Sweepstakes is open only to legal residents of the United States, age 21 or older at the time of entry. Void where otherwise taxed, prohibited or restricted by law. Officers, directors and employees of the Sponsors, their parents, subsidiaries, and affiliates; individuals or entities responsible for the development, printing, distribution and implementation of this Sweepstakes; suppliers, distributors and retailers of alcohol-beverage products; and individuals who are employees of or members of the immediate family or household of any of the foregoing are not eligible.

**To Enter:** During the Sweepstakes Period, "check-in" to the Terra Incognita beer from either the Untappd mobile application, available for free for smartphone users, or by visiting the Untappd website at <http://www.untappd.com>.

Entry is also available via email or regular mail. To enter via email, send an email with your name, date of birth, address, e-mail address, and daytime telephone number, to [ontap@boulevard.com](mailto:ontap@boulevard.com). To enter via regular mail, legibly print your name, date of birth, address, e-mail address, and daytime telephone number on a 3x5 postcard and mail to: Join The Journey Sweepstakes, c/o Boulevard Brewing Company, 2501 Southwest Blvd, Kansas City, MO 64108. The Sweepstakes will begin on July 1, 2013 at 8 a.m. CT, online entries must be received by July 31, 2013 at 6 p.m. CST, and mail-in entries must be postmarked by July 31, 2013 and received by August 30, 2013 (the "Sweepstakes Entry Period"). Only entries received during the Sweepstakes Entry Period and which are otherwise fully compliant with these Official Rules are "Valid Entries."

Entrants expressly agree to assume the risk of lost, late, incomplete, illegible, stolen, undelivered or misdirected entries. Odds of winning depend on the total number of Valid Entries timely received.

**Selection of Winner:** On or about August 31, 2013, Sponsors or an independent judging organization or entity designated by Sponsors will randomly draw one (1) potential winner from all Valid Entries. The Sponsors and/or their independent judging organization will be the sole judge(s) of which entries are

Valid Entries, and their decisions and the result of the drawing will be final in all respects. Potential winner will be notified by email and/or telephone using the information provided on such potential winner's entry on or about August 31, 2013. In order to receive the prize, potential winner must provide his or her social security number and will be required to sign an affidavit of eligibility and publicity/liability release within seven (7) business days of initial notification, or an alternate potential winner will be selected. If any prospective potential winner is found to be ineligible for any reason, an alternate potential winner will be selected. If prize notification is returned as undeliverable it will result in disqualification, and the prize will be awarded to an alternate potential winner. Any non-response by a potential winner, or Sponsor's failure to receive a response from any potential winner within the prescribed seven (7) business day period will result in disqualification and the selection of an alternate potential winner. In the event of any non-compliance with these Official Rules, the potential winner will be disqualified and an alternate potential winner will be selected. Sponsors are not responsible for unsuccessful efforts to notify any potential winner.

**Prize:** One (1) Grand Prize Winner will receive a trip to Chico, CA for the blending of the 2014 batch of Terra Incognita (approximate retail value: \$2000.00) Prize includes: Depending on the location and travel distance of the winner, the following prizes will be presented: A.) One (1) ticket for air travel from anywhere in the continental United States to Sacramento, CA or closest available major airport, plus travel to and from the airport to Chico, CA. If airline travel is not required, a prepaid gas card may be used as a substitute for the voucher, Maximum Retail Value = \$1,000. B.) Accommodations for one (1) person for two nights in Chico, CA, Approximate Retail Value = \$400. C.) VIP tour at Sierra Nevada Brewing Co., Approximate Retail Value = \$100. D.) Gift certificate for the Sierra Nevada Brewing Co. retail store = \$100. D.) Two meals in the Sierra Nevada Brewing Co. Taproom and Restaurant, Approximate Retail Value = \$100. Actual retail value of trip depends on location of winner, fares, lodging and other costs at time of booking, but if actual retail value is less than stated ARV, the difference will not be awarded. All reservations and travel arrangements with suppliers shall be selected by Sponsors in their sole and absolute discretion and must be made through a travel agent selected by Sponsors and are subject to availability. Winner must confirm travel dates at least 45 days prior to departure. The trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Airline tickets are non-refundable, non-transferable, and are not valid for upgrades. Blackout dates and other restrictions apply. In the event any activity included in the prize is

cancelled, delayed or postponed for any reason, winner will not be reimbursed and prize shall consist solely of the remaining elements, if any. Winner must be available to travel on dates specified by Sponsors. Winner is responsible for obtaining any necessary documentation (e.g., valid passport, photo ID, etc.) prior to travel. Grand Prize is not assignable or transferable. No transfers or substitutions are permitted, except that Sponsors reserve the right to substitute a prize of equal or greater value due to unavailability or otherwise in its sole and absolute discretion. Any costs, expenses or incidentals are the responsibility of winner, as are all federal, state, local and income taxes on the prize. Sponsors reserve the right to conduct a background check, including but not limited to criminal history, on the potential winners. To the extent required by law, potential winners shall authorize this check.

**General:** By participating, all entrants warrant and represent that they have complied in full with these Official Rules, including but not limited to all eligibility requirements, and further agree to be bound by these Official Rules and the decisions of Sponsors and/or the judging organization or entity, which are final and binding in all respects. All entries become the property of Sponsors and will not be returned or acknowledged. Neither Sponsor nor its parents, affiliates, subsidiaries, divisions and/or advertising or promotion agencies are responsible for: (i) lost, late, misdirected, damaged, illegible or postage due mail/entries; (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor; (iii) hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or the Web Site; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest; or (iv) any injury or damage to entrant's or any other person's computer related to or resulting from entering or otherwise participating in the Sweepstakes. Sponsor reserves the right to withdraw and terminate, or modify, the online method of entry if it becomes technically

corrupted, if a computer virus or system malfunction impairs its ability to conduct the Sweepstakes, or if the online entry method otherwise becomes impossible, impractical, infeasible for any other reason. If for any reason the Sweepstakes is not capable of running as planned, including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion to cancel, modify or terminate the Sweepstakes.

By participating in the Sweepstakes and/or accepting a prize, the winner agrees to release, defend, indemnify and hold harmless Sponsors and its parents, subsidiaries, affiliates, advertising agencies, promotion agencies, franchises, fulfillment companies, dealers, retailers, present and former officers, directors, employees, directors, and agents from and against any and all claims, demands, expenses, losses and liabilities of any nature whatsoever caused or contributed to by entering or participating in the Sweepstakes, the acceptance, use or misuse of any prize, participation in any prize-related activities, including any claims of third parties claiming infringement of trademark, copyright, or other intellectual property rights, right of publicity, right of privacy or defamation, and further agrees to release and indemnify and hold harmless Sponsors from any and all claims that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of Sponsors infringes on the rights of entrant's work as contained in any submitted entry. By participating in the Sweepstakes, entrant irrevocably grants to Sponsors and its parents, subsidiaries, affiliates, legal representatives, assigns, agents and licensees, the unconditional and perpetual right and permission to copyright (as appropriate), reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse, without limitation, the entrant's name, address, image, voice, likeness, statements, biographical material, as well as any additional photographic images, video images, portraits, interviews or other materials relating to the entrant and arising from his/her participation in this Sweepstakes in any media throughout the world for any purpose, without limitation and without additional review, compensation, or approval from the entrant or any other party.

**Legal Warning:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER WITH OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS

AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND TO DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**Interpretation:** This Sweepstakes shall be governed by and interpreted under the laws of the State of Missouri, U.S.A. without regard to its conflicts of laws provisions. By participating, entrants agree that any and all disputes arising out of or relating in any way to this Sweepstakes shall be litigated only in courts sitting in Kansas City, MO, U.S.A.

**Winner's List:** (Available after August 31, 2013): send a self-addressed stamped envelope by December 31, 2013 to: Join The Journey Sweepstakes Results, c/o Boulevard Brewing Company, 2501 Southwest Blvd., Kansas City, MO 64108.

**Privacy Policy:** Sponsors share your concerns about the privacy of your personal information. By entering this Sweepstakes, entrants agree to receive marketing materials, communications and other materials from the Sponsors and/or any promotional partners whose products and services Sponsor feels might interest entrants at a future date. An entrant not interested in receiving future promotional offers should write to: Marketing Department, Boulevard Brewing Company, 2501 Southwest Blvd., Kansas City, MO 64108, to notify the Sponsor that he or she does not desire to receive such materials.

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