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Bud Light® Paradise Journey Sweepstakes Official Rules

1. No Beer Purchase Necessary. Sweepstakes open to residents of Illinois and Missouri who are 21 years of age or older. Sweepstakes begins at 12:00 a.m. Central Time ("CT") on May 1, 2010 and ends at 11:59 p.m. CT on July 31, 2010 ("Sweepstakes Period"). Void where prohibited.

2. Two (2) Ways to Enter: (a) Internet: Visit www.absweeps.com/journey ("Website"), during the Sweepstakes Period, and follow the online instructions to complete and submit an online entry. (b) Text Message: Use your SMS-enabled mobile phone to text "JOURNEY" to shortcode 839863 and you will be automatically entered into the sweepstakes. Participants must have a mobile phone with text messaging capabilities to enter by Text Message. Participants entering this sweepstakes via Text Message may incur a standard text message charge from their wireless service provider for each message sent and received. Check with your wireless service provider for detail on these and other applicable charges. You may receive reply messages. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. All entries must be received and recorded during the Sweepstakes Period. Sponsor's designated official judging organization's computer is the official time keeping device for this sweepstakes. No other forms of entry are valid. Limit one (1) entry per person/email address/mobile phone number, regardless of entry method.

3. Neither the sponsor nor its agencies are responsible for lost, late, misdirected, unintelligible, returned or undelivered entries, telephone calls, 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. Neither sponsor nor its agencies are 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. Neither sponsor nor its agencies are 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 its sole discretion to suspend, modify or terminate the sweepstakes, and randomly select the winners from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the sponsor. Text message entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. 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, Inc. and will not be returned.

4. Winners will be selected in a random drawing to be held on or about August 2, 2010 from among all eligible entries received by an independent judging agency, whose decisions are final in all matters relating to this sweepstakes. Winners may not substitute or transfer prize, but sponsor reserves the right to substitute prize with prize of equal or greater value. Limit one (1) prize per person/household/address.

5. All prizes will be awarded. Odds of winning depend upon the number of eligible entries received. Winners will be notified by phone and will be required to respond to the phone call within 24 hours indicating whether he/she would like to accept the prize. If no return call is received within the time allotted, an alternate winner will be selected. Any alternates selected will also be required to respond to the phone call within 24 hours. If a randomly selected winner participated via Text Message, he/she will be required to respond to a phone call or text message within 24 hours in order for the independent judging agency to capture winner's name and address or prize will be forfeited. Sponsor is not responsible for suspended or discontinued wireless service which may result in potential winner not receiving initial prize notification. Selected winners and their guests will be required to access www.budlightportparadise.com and follow the online registration process. The online registration process consists of completing/submitting the following forms: Registration Process for Winner and Guest, Affidavit of Eligibility and Liability and Publicity Release for Winner, Liability and Publicity Release for Guest, nonrefundable payment confirmation of \$380 for costs associated with acceptance of the prize. Credit card required. The online registration process must be completed within seven (7) days of prize notification, not to exceed October 15, 2010, in order for winner and guest to qualify for the prize. Winner's guest must be at least 21 years of age. In the event of noncompliance with any of the registration process, prize will be forfeited and an alternate winner may be selected. Any alternate 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 awarding of that prize to an alternate winner. There will be a variety of Bud Light Port Paradise promotions occurring between May 1, 2010 and August 31, 2010. If you are identified as a potential winner of a Bud Light Port Paradise prize in one of these promotions, you are not eligible to participate and/or win a prize in this sweepstakes.

6. Employees and the immediate families of employees of Anheuser-Busch, Inc., its affiliates, subsidiaries, advertising and promotion agencies, wholesale distributors, and individual retail licensees are ineligible. This sweepstakes is void where prohibited by law, and is subject to federal, state and local regulations. Taxes on prize, if any, are the responsibility of the individual winners.

7. Acceptance of prize offered constitutes permission 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. Prizes (3): A Bud Light Port Paradise Cruise for winner and one guest for \$190 per person (or for \$380 for winner only, if winner chooses not to take a guest). Trip consists of round-trip coach air transportation from gateway city nearest winner's residence to city of port (Cape Canaveral or Miami, as determined at Sponsor's sole discretion), transfers to/from ship and airport, standard double-occupancy ship accommodations for three (3) nights (unless winner chooses not to take a guest, in which case winner will have the entire cabin), all inclusive food, beverages and gratuities on board the ship and admission to a private concert for winner and one guest. Travel expected to occur between December 2, 2010 and December 5, 2010. Exact travel dates to be determined/communicated at a later date, by sponsor, in sponsor's sole discretion. Travel/accommodations are subject to change and restrictions may apply. Sponsor is responsible

for any necessary hotel accommodations for winner and guest prior and/or after the Bud Light Port Paradise Cruise. Winner and guest must have valid passport upon boarding the ship. Winner and guest must travel on the same itinerary, and comply with all security requirements. Any additional ground transportation, passport fees, trip cancellation insurance, personal purchases and all other expenses not specified herein are solely the winner's responsibility. If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner. Approximate Retail Value \$715.00 (for winner and one guest). Actual value depends on city, day, and time of departure. The difference between any stated value and the actual value will not be awarded. Total ARV of prizes is \$2,145.00.

9. By accepting a prize, winner agrees to release and hold the sponsor harmless from any and 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. By participating in this sweepstakes, participants agree to be bound by the Official Rules of this sweepstakes.

10. For a list of winners, send a self-addressed, stamped envelope to: Bud Light® Paradise Journey Sweepstakes, P.O. Box 3000, Young America, MN 55558-3000 for receipt by October 1, 2010.

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