

MILLER HIGH LIFE® T-SHIRT MERCHANDISE OFFER 2016
TERMS & CONDITIONS

No Beer Purchase Necessary in Alabama, Arkansas, Connecticut, Hawaii, Indiana, Kentucky, Maine, Minnesota, Missouri, New Jersey, North Carolina, Ohio, Oregon, South Dakota, Texas, Utah, Virginia and West Virginia.

The Miller High Life® T-Shirt Merchandise Offer 2016 (“Offer”) is sponsored by MillerCoors LLC (“Sponsor”), 311 10th Street, Golden, CO USA 80401, and is administered by Prize Logic, LLC (“Administrator”), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

1. **OFFER PERIOD:** The Offer begins at or about 12:00 PM Central Time (“CT”) February 1, 2016 and ends at 11:59:59 PM CT on May 31, 2016 or while T-Shirt supplies last, whichever occurs first (“Offer Period”). The Offer Period will consist of the following two (2) request periods (each a “Request Period”):

Request Period	Start Date and Time	End Date and Time
1	2/1/16 at 12 PM CT	3/15/16 at 11:59:59 PM CT
2	3/16/16 at 12 AM CT	5/31/16 at 11:59:59 PM CT

The Administrator’s computer is the Offer official clock.

2. **ELIGIBILITY:** The Offer is available only to legal U.S. residents who are at least twenty-one (21) years old and physically residing in one of the 50 United States or the District of Columbia. Employees, directors, officers, and agents of Sponsor, Administrator, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Offer (“Offer Entities”), 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 as such individuals are not eligible to participate. Employees, agents and officers of alcohol beverage retailers and distributors and their immediate family members and all other individuals/entities associated with this Offer are not eligible to participate. Void where prohibited or restricted by law.

Participation constitutes participant’s full and unconditional agreement to these Terms & Conditions and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Offer.

3. **HOW TO PARTICIPATE:** Internet access, a valid e-mail address, and five (5) unique valid redemption codes are required to participate. Redemption codes are available*:
- I. inside specially-marked 12-pack bottle packages of Miller High Life, while supplies last,
 - II. via Sponsor’s social media, websites, and e-mail, made available by Sponsor at various times at Sponsor’s sole discretion (“Online Code”; maximum one [1] Online Code per participant per Request Period), and
 - III. via mail-in request (see below for instructions).

During the Offer Period, an eligible participant must log on to www.wearthehighlife.com (the "Website"). The participant then must register by entering the information requested on the Offer form, which may include, without limitation: his/her first and last name (initials are not permitted), valid e-mail address, complete mailing address (P.O. Boxes are not permitted), date of birth, telephone number, and affirmation that he/she has read and agrees to be bound by these Terms & Conditions. Upon registration, an eligible participant must enter five (5) unique redemption codes. An eligible participant will receive one credit per each valid unique registration code entered. **An eligible entrant is limited to entering no more than five (5) redemption codes and receiving no more than five (5) credits per calendar day.** A calendar day starts at 12:00 AM CT and ends at 11:59:59 PM CT, except on February 1, 2016, when a calendar day will start at 12:00 PM CT. Once an eligible participant has entered five (5) valid unique registration codes and his/her eligibility has been confirmed (a "Request"), Sponsor or Sponsor's designee will send one (1) Miller High Life Limited Edition T-Shirt ("T-Shirt") to the address provided by the eligible participant at registration. T-shirt sizes may vary and may be substituted based on availability. The approximate retail value of each T-Shirt is \$15. Limit one (1) T-Shirt per household per Request Period.

*Entrants with addresses in the following states (and D.C.) may only use codes that are found inside specially-marked 12-pack bottle packages of Miller High Life or Online Codes (maximum one [1] Online Code per participant per Request Period), while supplies last: Alaska, Arizona, California, Colorado, the District of Columbia, Delaware, Florida, Georgia, Idaho, Illinois, Iowa, Kansas, Louisiana, Maryland, Massachusetts, Michigan, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Dakota, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Washington, Wisconsin, and Wyoming. Entrants residing in these states (and DC) are not eligible to send Mail-In Requests (as defined below).

Residents of California, Texas, and Virginia will be required to submit a payment of \$1.00 using a valid credit card to submit a Request and receive a T-Shirt. A valid Visa, Master Card or Discover credit or debit card is required to submit an order Request in California, Texas, and Virginia. All order Request are final. T-Shirt cannot be returned. "PL/MHL T-Shirt Offer" will appear on the consumer's credit card statement. Participant is responsible for all applicable federal, state and local taxes, including but not limited to, sales tax imposed on the purchase of the T-Shirt in California, Texas, and Virginia.

T-Shirt sizes vary and may be substituted based on availability. **No more than 10,000 T-Shirts are available in this Offer.** Please allow 4 to 6 weeks after the Request is submitted for shipment of an item. T-Shirts will only be sent to addresses within the 50 U.S./D.C. and to the address provided when registering for the Offer. The Offer Entities shall not be held responsible for any delays in shipping an item for any reason. If any item is returned as undeliverable, item(s) will be forfeited. The right to receive a T-Shirt is non-assignable, non-transferable, and no T-Shirt substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a T-Shirt of equal or greater value in case of unavailability of a T-Shirt, or force majeure. All other costs and expenses not expressly set forth herein shall be solely the T-Shirt recipient's responsibility. Each T-Shirt is provided "as is" and without warranty of any kind, express or implied, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose. Participants hereby acknowledge that the Sponsor has not made, and is not in any manner

responsible or liable for, any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to this Offer or any T-Shirt, in whole or in part.

Redemption codes are non-transferrable and may not be bought, bartered, or sold. Redemption codes are void and will be rejected if not obtained in accordance with these Terms & Conditions or if any part of a redemption code is mutilated, counterfeited, forged or tampered with in any way. If a redemption code contains printing, typographical, mechanical or other errors, Sponsor's sole liability is limited to replacement with another redemption code, while supplies last. Each redemption code may only be used once.

Mail-In Redemption Code Requests: An eligible participant residing in one of the states where beer purchase is not required may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY) on a 3½"x5" card ("Mail-In Request") and mail it with sufficient postage to: Miller High Life® T-Shirt Merchandise Offer 2016, P.O. Box 410, Southfield, MI 48037. **An eligible participant will receive five (5) unique codes for a valid Mail-In Request.** In order to be fulfilled, Mail-In Requests must be postmarked by May 21, 2016 and received by May 26, 2016. **No Beer Purchase Necessary in Alabama, Arkansas, Connecticut, Hawaii, Indiana, Kentucky, Maine, Minnesota, Missouri, New Jersey, North Carolina, Ohio, Oregon, South Dakota, Texas, Utah, Virginia and West Virginia. Only residents of these states are eligible to receive or use Mail-In Request redemption codes.**

4. **LIMITATION OF LIABILITY:** By participating in this Offer, participants agree that the Offer Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/Website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website; (vii) any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Offer; and (viii) Requests that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Terms & Conditions.

By participating in the Offer, each participant agrees: (i) to be bound by these Terms & Conditions; (ii) to waive any rights to claim ambiguity with respect to these Terms & Conditions; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Offer; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Offer, including, but not limited to, any Offer-related activity or element thereof, and the participant's Requests, participation or inability to participate in the

Offer; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, receipt, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of any item (or any component thereof); (d) any change in the Offer items (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed items (or any element thereof); or (h) the negligence or willful misconduct by a participant.

If, for any reason, the Offer is not capable of running as planned, or the integrity and or feasibility of the Offer 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 reserves the right, at its sole and absolute discretion, to abbreviate, cancel, terminate, modify or suspend the Offer and/or proceed with the Offer in a manner it deems fair and reasonable. In the event of cancellation, Sponsor will honor Requests received up to the time of such cancellation, while supplies last. If Sponsor, in its discretion, elects to alter this Offer as a result of a Force Majeure event, a notice will be posted at the Website.

Without limiting the foregoing, everything regarding this Offer is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

- 5. DISPUTES: THIS OFFER IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF COLORADO, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN JEFFERSON COUNTY, COLORADO. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN COLORADO. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN JEFFERSON COUNTY, COLORADO. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR OFFER ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.**

6. **PRIVACY POLICY:** Any personally identifiable information collected during a participant's participation in the Offer will be collected by Sponsor or its designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Offer as described in these Terms and Conditions and at Sponsor's privacy policy at www.millerhighlife.com/privacy-policy.aspx.
7. **GENERAL:** This Offer is subject to all federal, state and local laws and regulations. Receiving any Offer item is contingent upon fulfilling all requirements set forth herein. Offer valid for individual consumers only; requests from groups, clubs or organizations and fraudulent requests will not be honored. Redemption codes have no cash value. Any attempted form of participation in this Offer other than as described herein is void and will result in disqualification. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Offer, to be acting in violation of these Terms and Conditions or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Offer. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Offer will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE OFFER OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS OFFER IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of a participant, the Request will be declared made by the authorized account holder of the e-mail address submitted on the Offer form associated with such Request. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each participant may be required to show proof of being an authorized account holder. If any provision of these Terms and Conditions or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Terms and Conditions valid and enforceable. The invalidity or unenforceability of any provision of these Terms and Conditions will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All materials submitted will not be returned. In the event of any conflict with any Offer details contained in these Terms and Conditions and the Offer details contained in any promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Offer as set forth in these Terms and Conditions shall prevail.

Sponsor: MillerCoors LLC, 311 10th Street, Golden, CO USA 80401.