

THE GET OUTDOORS WITH SOUTHERN COMFORT SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A SWEEPSTAKES PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING A SWEEPSTAKES PRIZE.

The Get Outdoors With Southern Comfort Sweepstakes ("Sweepstakes") is sponsored by Sazerac Company, Inc. ("Sponsor"), 10101 Linn Station Road, #400, Louisville, KY 40223 and is administered by Prize Logic, LLC, ("Administrator"), Two Towne Square, Suite 200, Southfield, MI 48076.

1. **SWEEPSTAKES PERIOD:** The Sweepstakes begins on July 1, 2022 at 12:00 PM Eastern Time ("ET") and ends on September 30, 2022 at 11:59:59 PM ET ("Sweepstakes Period"). The Administrator's computer is the Sweepstakes official clock.

2. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of the fifty (50) United States (including the District of Columbia) who are at least twenty-one (21) years old at the time of entry. Employees of Sponsor, Administrator, Brooklyn Brothers, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Sweepstakes Entities") and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. Employees, agents and officers of alcohol beverage retailers and distributors and their immediate family members and all other individuals/entities associated with this Sweepstakes are not eligible to enter or win. All federal, state, and local laws apply. Void where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. For purposes of the Sweepstakes, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

3. **HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, an eligible entrant may visit GetOutdoors.SouthernComfort.com ("Website") and enter his/her date of birth. Entrant must then complete and submit the registration form including, but not limited to: his/her first and complete last name (no initials), valid e-mail address, phone number, street address (no P.O. Boxes will be allowed), city, state, and zip code. Upon the successful submission of the registration information, an entrant will receive one (1) entry into the applicable pool based on his/her state of residence (each a "Pool"). There are three (3) Pools as outlined below:

Pool 1:

- California
- Oregon
- Washington
- Nevada
- Utah
- Arizona
- New Mexico
- Idaho
- Wyoming

- Colorado
- Hawaii
- Alaska
- Nebraska
- Kansas
- Montana

Pool 2:

- North Dakota
- South Dakota
- Minnesota
- Michigan
- Wisconsin
- Illinois
- Indiana
- Missouri
- Iowa
- Arkansas
- Ohio
- Kentucky
- Tennessee
- Texas
- Oklahoma

Pool 3:

- Maine
- Vermont
- Massachusetts
- New Hampshire
- Rhode Island
- Connecticut
- New York
- New Jersey
- Pennsylvania
- Delaware
- DC
- Maryland
- Virginia
- West Virginia
- North Carolina
- South Carolina
- Georgia
- Louisiana
- Florida
- Mississippi
- Alabama

Entry Limit: There is a limit of one (1) entry per person per day. If more than one (1) entry per day is received from the same person, telephone number and/or e-mail address the entries may, at the

Sponsor's sole discretion, be disqualified. Entrants are prohibited from using more than one (1) e-mail address or multiple identities. If it is found or suspected that an entrant is using more than one e-mail address or multiple identities to participate in the Sweepstakes, then that entrant, in Sponsor's sole discretion, may not be eligible to win a prize. A "day" is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET on a calendar day during the Sweepstakes Period, except on July 1, 2022 when a day is defined as starting at 12:00 PM ET and ending at 11:59:59 PM ET.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS SWEEPSTAKES ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THESE SWEEPSTAKES. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES.

- 4. SPECIAL OFFER: Only residents of Alaska, Arkansas, California, Colorado, Delaware, District of Columbia, Florida, Georgia, Idaho, Illinois, Iowa, Maryland, Massachusetts, Michigan, Montana, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Vermont, Washington, West Virginia, Wisconsin, and Wyoming may participate in the offer ("Offer").** After registering or logging in, an eligible entrant may participate the Offer. To participate in the Offer, entrant must purchase \$35 of qualifying Southern Comfort products (see Appendix for list of qualifying products) from a participating retailer in a single transaction ("Qualifying Purchase"), while supplies last, during the Sweepstakes Period. All purchases must be made during the Sweepstakes Period to be eligible. Upon making a Qualifying Purchase, an eligible participant must visit the Website and follow the links and instructions to upload a photograph of his/her original Qualifying Purchase register receipt by 11:59:59 PM ET on September 30, 2022. The file must be in .JPEG, .JPG, or GIF, format and may not exceed 10MB. **NOTE: A Qualifying Purchase receipt may only be used once to receive an Offer Item (as defined below). A Qualifying Purchase receipt may not be used by more than one (1) entrant. A Qualifying purchase has no impact on your Sweepstakes entry and is not required to enter the Sweepstakes.**

Upon verification of eligibility and Qualifying Purchase receipt, an eligible entrant will be sent \$10 via Venmo ("Offer Item"). There is a limit of three (3) Offer Items per person. The approximate retail value of each Offer Item is \$10. Offer Items are subject to availability and only available while supplies last. No more than five thousand (5,000) Offer Items are available in the Offer. Offer Item will be deposited into entrant's Venmo account associated with the phone number provided upon registration within 4-6 weeks after verification. If an entrant does not have a Venmo account, he/she may sign up for a free account at <https://Venmo.com>. Venmo account subject to additional terms and conditions. Your payment initially will be set to your default privacy setting. You may change the privacy setting at any time by clicking on the transaction. No substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute an Offer Item of equal or greater value in case of unavailability of an Offer Item or force majeure. Each entrant shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Offer Item received. All other costs and expenses not expressly set forth herein shall be solely the recipient's responsibility. To create free Venmo account, go to www.venmo.com or download free app to mobile device w/ SMS texting capability, provide phone and e-mail address as prompted. U.S.-based bank account required to use Venmo. Msg & Data rates (& other charges) may apply. All other costs and expenses not expressly set forth herein shall be solely the recipient's responsibility. Venmo is a service of PayPal, Inc. which is NOT responsible for this program. This Offer is in no way sponsored, endorsed, or administered by, or associated with Venmo® or PayPal, Inc.

5. RANDOM DRAWING: On or around October 1, 2022, the Administrator will randomly select one (1) potential winner from all eligible entries received for each Pool, for a total of three (3) total potential winners. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

6. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:

A. Prizes (3 total; 1 per Pool): Each prize is a “Pack Up + Go Outdoor Adventure” for two (2) (each a “Prize”). Each winner will be put in touch with Pack Up + Go to select an adventure near winner’s home for winner and one (1) adult guest. Each trip includes three (3) nights outdoor-focused accommodations, \$1,000 spending money, \$500 for a rental car, and a “Comfort Care Package” that includes two (2) coffee mugs, two (2) beanie hats, a Stirrings mixer, and two (2) long sleeve T-shirts. Winner’s guests must be twenty-one (21) years of age or older. Details of available trips determined by Sponsor in its sole discretion. If the winner elects to travel or partake in the Prize without a guest, no additional compensation will be awarded to the winner. Trip must be taken September 30, 2023 or Prize will be forfeited. Winner and guest must travel on the same itinerary. The actual value of the trip may vary depending on actual trip winner selects and fluctuations in the cost of transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. Travel dates are subject to availability; blackout dates and other restrictions may apply. Winner and guest are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least twenty-eight (28) days in advance. Guest of winner must sign and return a travel liability release before travel will be booked. Winner and his or her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a Prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. No more than three (3) Prizes will be available in the Sweepstakes, one (1) per Pool. The ARV of each Prize is \$4,100.

B. Total ARV: The total ARV of all Prizes is \$12,300.

C. Odds of Winning: The odds of winning a Prize depend on the number of eligible Sweepstakes entries received for each Pool during the Sweepstakes Period.

D. General Conditions: There is a limit of one (1) Prize per person. In no event will more three (3) Prizes, one (1) per Pool, 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.

7. HOW TO CLAIM A PRIZE: The potential winners are subject to verification of eligibility and compliance with these Official Rules After the random drawing, Administrator will notify the potential winner via e-mail at the e-mail address provided at the time of registration. Each potential winner will

be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or his/her Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Failure to provide all required information and a signature on the documents within the stated time period may result in forfeiture of a winner's right to claim his/her Prize, and may result in the Prize being awarded to an alternate winner, if time permits. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a Prize, the respective Prize may be forfeited. If a Prize is forfeited, the Prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize may not be re-awarded. Upon verification of eligibility, each winner will be contacted for Prize fulfillment. Any portion of a Prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for his/her Prize won. Sponsor will issue an IRS Form 1099-MISC for each winner. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. The Prizes will only be awarded to verified winners.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Sweepstakes e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. Prizes are non-transferable and no Prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a Prize of equal or greater value in case of unavailability of the Prize or force majeure, at Sponsor's sole and absolute discretion. Sweepstakes Entities shall not be held responsible for any delays in awarding the Prize for any reason.

- 8. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree that the Sweepstakes 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 e-mail/text notifications or 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/network 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 Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (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 Sweepstakes; and (iii) 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 Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, 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 a Prize (or any component thereof); (d) any change in the prizing (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 prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more Prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, administrative, printing, production, computer or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, 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.

9. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. 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 JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. 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 SWEEPSTAKES 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 FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

10. PRIVACY: Sponsor's privacy policy is available at <http://www.sazerac.com/sazeracprivacypolicy.html>.

11. PUBLICITY RIGHTS: By participating in this Sweepstakes, each entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Sweepstakes for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

12. GENERAL: Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "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 email addresses for the domain associated with the submitted email address. Each entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES 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.** If any provision of these Official Rules 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 Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the Prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes 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 Sweepstakes as set forth in these Official Rules shall prevail.

13. WINNERS LIST: For a list of winners, interested individuals should mail a self-addressed stamped business envelope to: Winners List, - The Get Outdoors With Southern Comfort Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than November 30, 2022.

Customer Service inquiries may be made at [Contact Us](#).

©2022 Sazerac Company, Inc. All rights reserved.

SEE NEXT PAGE FOR APPENDIX

Appendix

00088544018910
00088544019054
00088004034771
088004044978
00088004026646
00088544000038
088544000014
088544000137
00088004026622
00088004026691
00088544018941
00088004051587
00088004026967
088004053871
088004045005
05099873006177
00088544000793
00088544001325
00088544001097
088004050214
088004049317
088004050238
00088544000076
00088544000052
088004047832
088004041854
00088004041847
00088004041861
088004050221
00088544000021
00088544019139
00088544019160
00088004038465
00088004026707
00088004038472
00088544000625
088004047856
088004044985
00088544014318

00088544018040
00088004026660
00088544019351
088004052850
088004052836
088004052843
088004028787
088004044961
00088544018255
00088544019436
00088004026677
00088544018842
088004045012
088004044992
00088544018262
00088544019467
00088004026684
00088544018019
00088544016664
00088004026639
088004030780
00088004027612
00088544018156
00088004026653
018200262876