

“Elijah Craig Bourbon Sweepstakes” (the “Sweepstakes”) OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. NO CONSUMPTION OF ALCOHOL IS REQUIRED TO PARTICIPATE.

1. ELIGIBILITY: The Sweepstakes is open to permanent legal residents of fifty (50) United States or District of Columbia who are twenty-one (21) years of age or older at the time of entry (the “Entrant”). Retailers of alcoholic beverages (including their families, employees, agents, and officers) are not eligible to enter or win this Sweepstakes. Employees, agents, contractors, directors, and officers of Heaven Hill Brands (“Sponsor”) and each of its respective parent, subsidiary, and affiliated companies, contractors, consultants, distributors, sales representatives, retailers and the website provider, webmasters, advertising, fulfillment, legal, administrative, and Sweepstakes agencies involved in the administration, development, fulfillment, and execution of this Sweepstakes (collectively, “Sweepstakes Entities”), and the immediate family members (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes) are not eligible to participate in the Sweepstakes. Void outside of fifty (50) United States, District of Columbia and wherever else restricted or prohibited by law.

2. SWEEPSTAKES PERIOD: The Sweepstakes begins at 12:00 p.m. Eastern Standard Time (“EST”) on July 15, 2019 and ends at 11:59:59 a.m. EST on January 31, 2020 (“Sweepstakes Period”). For purposes of these Official Rules, all times are given in EST. The Sweepstakes Website (defined below) is the official time keeping device for this Sweepstakes.

3. HOW TO PARTICIPATE: During the Sweepstakes Period, visit www.ElijahCraig.com/OldFashioned (the “Web Site”) and follow the on-screen instructions to complete and submit the online entry form to receive one (1) entry into the Sweepstakes Period. Entrant must provide email address and phone number on the online entry form in order to receive an entry. Limit one (1) entry per day. Normal internet access and device usage charges imposed by your mobile plan and/or on-line service may apply if entering via a mobile device. For those Entrants entering with a mobile device: **Messaging & data rates apply to internet access via mobile devices.** Other charges may apply; check your mobile plan for rates/details.

Automated means of entry are prohibited, and any use of automated devices will disqualify the entry or Entrant. Use of email addresses from disposable or temporary email address services, or email forwarding services, is prohibited and any attempt to enter using such an email address will be blocked. An email address is required to enter. Only fully completed entries are eligible. Entrants may not enter with multiple email addresses nor may Entrants use any other device or artifice to enter multiple times above the stated limit or as multiple Entrants. Sponsor will not verify receipt of entries for Entrants. All entries submitted become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, misdirected, illegible, or incomplete entries.

Any Entrant who attempts to enter with multiple email addresses or uses any device or artifice to enter multiple times may be disqualified and forfeits prize, in Sponsor's sole discretion. Proof of submission is not proof of receipt by Sponsor. In the event of a dispute as to who submitted an entry, the natural person associated with the email account used for entry will be considered the Entrant, but only if that person is otherwise eligible to enter the Sweepstakes. By participating, Entrants agree to abide by and be bound by these Official Rules and the Sponsor's decisions.

By participating, Entrants agree to abide by and be bound by these Official Rules and the Sponsor's decisions. Privacy Policy: Information submitted in connection with this Sweepstakes is governed by Sponsor's Privacy Policy (available at <https://elijahcraig.com/privacy>).

Late entries or entries sent via any other method than those stated above will not be accepted.

4. DRAWING/ODDS OF WINNING: On or about February 5, 2020, one (1) potential winner will be selected in a random drawing from among all eligible entries received during the Sweepstakes Period. Odds of winning depend on the total number of eligible entries received. Drawing will be conducted by a Sponsor representative, whose decisions shall be final and binding on all matters relating to the Sweepstakes. Subject to verification of eligibility and compliance with these Official Rules, the potential winner will be declared the official winner of the Sweepstakes.

5. NOTIFICATIONS/CLAIMS: Potential prize winner will be notified via email on or about five (5) days following the drawing date (the "Notification"). Potential prize winner will be required to respond to the Notification within seven (7) days by clicking on the prize claim link within the Notification and completing the prize claim form with the required information in order to claim his/her prize.

In the event the Sponsor cannot reach a potential prize winner, a potential prize winner does not respond by the date indicated within such Notification, or if it is determined by Sponsor, in its sole discretion, that a potential prize winner is not eligible in accordance with these Official Rules, such potential prize winner will be disqualified (without compensation of any kind), and an alternate prize winner will be selected.

The awarding of the prizes is subject to verification by the Sponsor whose decisions are made based at their sole discretion. Sponsor's interpretation of these Official Rules are final and binding in all respects. A potential prize winner is not a prize winner of any prize until his/her eligibility and the potential prize winning Submission has been verified by Sponsor. In the event a potential prize winner is deemed ineligible, such prize winner will be disqualified (without compensation of any kind) and an alternate prize winner may be awarded at Sponsor's sole discretion.

Each prize winner consents to the use of prize winner's name, address (city & state), biographical information, voice, and/or likeness for purposes of advertising, promotion, and publicity, without further compensation, unless prohibited by law.

6. PRIZES: One (1) prize of a bar cart with accessories having a value up to \$949.99 will be awarded. The bar will include (a) a \$500 gift card for prize winner to purchase his/her own bar cart; (b) a Cocktail Kingdom Mixing Set (\$99.99); and (c) a Waterford Crystal Decanter and Rocks Glass set (\$350.00). Custom bar elements may be subject to availability and other restrictions. Actual bar may differ from images of same in Promotion advertising and Promotion Parties disclaim any and all liability in conjunction therewith. **Alcohol beverages are NOT included as part of the custom bar.** Total ARV of the prize is \$949.99. (If actual value is less than \$1000, prize winner will not receive the difference in cash or otherwise.)

Prize winner is solely responsible for any and all unspecified expenses incurred in conjunction with acceptance and use of prize(s) [such unspecified expenses include any and all costs associated with installation of the bar, any desired insurance as to same, and any and all taxes incurred in conjunction with prize award.

PRIZE RESTRICTIONS: Only one (1) prize to be awarded for this Sweepstakes. No more than the number of prizes set forth in these Official Rules will be awarded. Except as otherwise set forth herein, all prizes will be awarded. No transfer, substitution, or cash redemption of prize is permitted, except at Sponsor's sole discretion or as otherwise provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if a prize becomes unavailable due to reasons beyond the control of the Sponsor. All federal, state, local, or other tax liabilities (including income taxes) for the prize along with any expenses arising from the acceptance of the prize are the sole responsibility of the prize winner.

7. GENERAL CONDITIONS: ANY ATTEMPT BY AN INDIVIDUAL WHETHER OR NOT A ENTRANT TO DELIBERATELY DAMAGE, DESTROY, TAMPER, OR VANDALIZE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS

SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ANY AND ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. If the Sweepstakes is not capable of running as planned for any reason, including without limitation, due to 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 disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify, suspend or terminate the Sweepstakes. Further, Sponsor reserves the right to cancel, modify suspend, or terminate the Sweepstakes, at its sole discretion, for any reason including a Force Majeure such as earthquake, flood, fire, storm or other natural disaster, act of God, labor controversy or threat thereof, civil disturbance, terrorism, disruption of the public markets, or war or armed conflict. In the event of cancellation, Sponsor may award the prizes by judging all non-suspect Submissions received prior to cancellation at Sponsor's sole discretion. In the event that a Submission is confirmed to have been erroneously deleted, lost, or destroyed, Entrant's sole remedy shall be another entry into the Sweepstakes.

8. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by the Sweepstakes Entities resulting from Entrant's participation in, attempt to participate in, or download of any information in connection with participating in the Sweepstakes. No responsibility or liability is assumed by the Sweepstakes Entities for technical problems or technical malfunction, including, without limitation, those arising in connection with any of the following occurrences that may affect the operation of the Sweepstakes: 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 email transmissions to be sent to or received; lost, late, delayed, or intercepted email transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or Web Site; unauthorized human or non-human intervention in the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes. Sweepstakes Entities are not responsible for any typographical errors in the announcement of the prize or these Official Rules, or any inaccurate or incorrect data contained on promotional materials or on the Web Site. Use of Web Site is at user's own risk. Sweepstakes Entities are not responsible for any personal injury or property damage or any other losses of any kind that may be sustained to a Entrant's computer equipment resulting from participation in the Sweepstakes, use of the Web Site, or the download of any information from the Website, or any other loss related to Entrant's participation in the Sweepstakes or receipt of a prize. As a condition of entering, Entrants agree to release the Sweepstakes Entities from any and all liability, loss, or damage incurred with respect to Entrant's participation in the Sweepstakes and the awarding, receipt, possession, and/or use or misuse of a prize. Sweepstakes Entities make no warranty, guaranty, or representation of any kind concerning the prize (or any portion thereof), and disclaim any and all implied or statutory warranties.

9. PUBLICITY RELEASE: Except where prohibited by law, by accepting a prize, prize winner grants permission for Sponsor to use his or her name, address (city, state only), photograph, biographical information, Submission content, voice and/or likeness, without limitation, for advertising and/or publicity purposes, in any and all media (including posting on Website or social media) now known or hereinafter invented without territorial or time limitations and without further notice to and without additional consideration. Prize winner's first name, last initial, city and state will be published in a Winner's List and available at the Website.

10. GOVERNING LAW & JURISDICTION: This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, Contetant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Kentucky, without giving effect to any choice of law or conflict of law rules thereof. By entering, Entrant consents to the jurisdiction and venue of the federal, state, and local courts located in Nelson County, Kentucky for the resolution of all matters or proceedings and agree that any and all such disputes shall be resolved exclusively in

those courts. To the extent permitted by applicable law, all judgements or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If any provision of these Official Rules is held to be invalid or unenforceable, such provision shall be struck, and the remaining provisions shall be enforced.

11. WINNER LIST: Prize winner's first name, last initial, city and state may be requested via e-mail at info@elijahcraig.com. E-mail request must be received by February 28 ,2020.

12. SPONSOR: Heaven Hill Brands, 1064 Loretto Rd., Bardstown, KY 40004.

This Sweepstakes shall not be published without permission of the Sponsor. Void wherever prohibited or restricted by law.