

THE FOLLOWING SWEEPSTAKES IS VOID OUTSIDE THE REMAINING 50 UNITED STATES/DISTRICT OF COLUMBIA (“D.C.”), AND WHEREVER PROHIBITED. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT 21 OR OLDER AND A LEGAL RESIDENT OF AND CURRENTLY RESIDING IN ONE OF THE FIFTY UNITED STATES OR THE DISTRICT OF COLUMBIA. SEE FURTHER ELIGIBILITY RESTRICTIONS BELOW. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE FEDERAL AND STATE LAW.

**HORNITOS® TEQUILA SELTZER "CALL THE SHOTS" GIVEAWAY
OFFICIAL RULES**

1. NO PURCHASE NECESSARY. Making a purchase will not improve your chances of winning. Hornitos Tequila Seltzer “Call the Shots” Giveaway (the “Promotion”) sponsored by Jim Beam Brands Co. (“Sponsor”), and is administered by Prize Logic, LLC (“Administrator”). The Promotion begins on April 30, 2021 and ends on June 30, 2021 (“Promotion Period”). The Promotion consists of an “Instant Win Game” and a “Sweepstakes.” The Administrator’s computer is the Promotion’s official clock. You may enter the Promotion via online entry, as described in Rule 3 noted below.

2. Eligibility: This Sweepstakes is open to legal residents of the 50 United States and the District of Columbia (“D.C.”) who are 21 years of age or older at the time of entry. Employees, directors, officers and agents of Sponsor, their parent, affiliate, and subsidiary companies, their advertising and promotion agencies, any alcoholic beverage industry wholesalers, distributors, or licensed retailers, and members of their immediate families (defined for these purposes as spouse, biological, adoptive and step-parents, children, siblings, grandparents, grandchildren and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate. This Sweepstakes is void outside the 50 United States/D.C. and where prohibited by law.

3. How to Enter and Participate:

To Enter Online: Beginning 12:00:00 a.m. ET on April 30, 2021, access www.CalltheShotsGiveaway.com (the “Website”) and follow the on-screen instructions to submit your Entry (an “Entry” or “Entries”). Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The “authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All on-line entries must be received by 11:59:59 p.m. ET on the End Date of the Promotion Period.

To Enter Online by Scanning a QR Code: Beginning 12:00:00 a.m. ET on April 30, 2021, look for the QR Code (“QR Code”) on point of sale advertising materials in participating retail stores. Scan the QR Code to access the Website and follow the on-screen instructions to submit your Entry. Scanning the QR Code alone will NOT automatically result in registering for the Promotion.

How to Participate:

Instant Win Game Play:

After submitting your Entry, you may access the game play (“Game Play”) page. On the Game Play page, you may select which prize and play the interactive game. If a winning message is revealed, you are the potential winner of the indicated prize, subject to verification. If verified as a winner, you will be notified by e-mail at the e-mail address provided on the registration form. Each Entrant (“Entrant”) who receives a winning notification will be deemed a potential Instant Winner subject to verification of the Entrant’s eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion. An Entrant is not a winner of any prize, even if the notification should so indicate, unless and until Entrant’s eligibility and the potential winning Game Play have been verified and Entrant has been notified that verification is complete. Any Game Play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored. If a winning message is NOT revealed, you are NOT a winner. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process,

Sweepstakes Promotion:

Upon completion of a Game Play, the Entrant will receive one (1) Sweepstakes entry.

Bonus Sweepstakes Entries: An Entrant may obtain additional Sweepstakes entries by completing activities as set forth below:

A: Watch a Video: An Entrant may follow the links and instructions to watch a very short video on the Website. Entrant will receive one (1) Bonus Sweepstakes entry for watching the video. There is a limit of one (1) Bonus Entry through this method.

B: Click through to the Hornitos Instagram account: An Entrant will receive one (1) Bonus Entry by following the instructions on the Website to click through and view the Hornitos Instagram Account during the Promotion Period. Instagram registration is free and can be obtained by logging on to www.instagram.com and following the online instructions to open an account.

C: Click through to the Hornitos Facebook account: An Entrant will receive one (1) Bonus Entry by following the instructions on the Website to click through and view the Hornitos Facebook Account during the Promotion Period. Facebook registration is free and can be obtained by logging on to www.facebook.com and following the online instructions to open an account.

D: Upload a Purchase Receipt: During the Promotion Period, Entrants may receive one (1) Bonus Entry by purchasing Hornitos® Tequila Seltzer or Hornitos® Ready-to-Serve Margarita ("Qualifying Product"). An entrant may then upload a photograph of the original receipt showing the Qualifying Product. The file must be in .JPEG, .JPG, .PNG, or .GIF format (no PDFs will be accepted) and may not exceed 8 MB. Receipts must be original, dated, store identified cash register receipt(s) for valid purchases made during the Promotion Period. It is strongly recommended that the Entrant maintain possession of the original or photocopy. Upon approval of receipt, an Entrant will receive one (1) Bonus Entry. An entrant may not submit the same receipt more than one (1) time. Duplicated receipts will not be accepted. Receipts must be readable. Mechanical reproductions, altered receipts or unreadable receipts will not be accepted. Receipts submitted in excess of the limits set forth herein will not be accepted.

FREE MAIL-IN OPTION: To earn a Bonus Entry without making a purchase, an entrant 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 Entry") and mail it (in an outer mailing envelope) with sufficient postage to Hornitos Tequila Seltzer "Call the Shots" Giveaway -Sweepstakes Entry, PO Box 251328, West Bloomfield, MI 48325. A Mail-In Entry is worth one (1) Bonus Entry. An entrant may mail-in one (1) time total during the Sweepstakes Period. Following this method of entry, an entrant will receive one (1) entry into the Sweepstakes. All Mail-In Entries must be postmarked by June 23, 2021 and received by June 30, 2021. Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage due, and Mail-In Entries sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries.

Entrant's setting must be set to "unprotected" and/or "public" in order for your posts to be viewable by Sponsor and its agents. Only posts that are viewable by Sponsor and its agents will be considered an Entry. Entrant must not use more than one (1) social media account to enter. If an Entrant is suspected of using multiple social media accounts to enter Promotion, any entries received by such means will be void. Entrants must comply with social media platform Terms and Conditions and accept their Privacy Policy. Message and data rates may apply if Entrant enters Promotion via mobile device. Sponsor may, in its sole discretion, accept or reject any purported Entry that does not comply with these Official rules. Purported Entries that are incorrect or incomplete, received outside the Promotion Period (including after all Prize(s) have been redeemed), or that contain obscene, offensive, or any other language communicating messages inconsistent with the positive images with which Sponsor wishes to associate itself (all as determined by Sponsor in its sole discretion) will be void and disqualified. Sponsor is not responsible for misspellings, typographical errors, or other issues that may affect the ability to locate or record a purported Entry. Due to the way Instagram and Twitter operate their service, Sponsor may not be able to view or record purported Entries, receive or send communications, or otherwise detect participation from or

interact with potential Entrants who have social media account settings that make their updates, comments, posts or communications private, protected, or otherwise limited, in which case any such purported Entrant will be disqualified and ineligible to receive a Prize. Normal Internet access and phone/usage charges imposed by your online/phone service may apply. Each Entry and registration form entry (if applicable) must be manually key stroked and manually entered by the individual Entrant; automated and/or repetitive submission of Entry or registration forms (including but not limited to entries made using any script, macro, bot or Promotion service) will be disqualified. Do not resubmit your Entry. Do not copy and paste the Entry into a new post or tweet. Multiple entries will not be accepted.

By submitting an Entry, you grant Sponsor the right to display your name and the name of your account on social media, including but not limited to Twitter, Instagram, Pinterest and Facebook, and on the Hornitos website (www.hornitostequila.com), without limit. Entries will be deemed made by the authorized account holder of the e-mail address associated with the social media account used to submit an entry. The "authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Winning is contingent upon fulfilling all requirements of these Official Rules.

4. Entry Errors/Tampering: Sponsor reserves the right to void all entries made through any third-party web site or service, or through any robotic, automatic, mechanical, programmed or similar entry duplication method, and to disqualify any individual using such a web site/ service or entry method, as applicable. Sponsor is not responsible for: any entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by Sponsor or its agents for any reason; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries; (iii) destruction of or unauthorized access to, or alteration of, entries; (iv) causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (v) any entries submitted in a manner that is not expressly allowed under these Official Rules; (vi) incorrect or inaccurate entry information whether caused by Entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (vii) any typographical or other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prizes or prize winners; (viii) cheating or fraud by any Entrant.

All incomplete or non-conforming entries will be disqualified. All entries become Sponsor's property and will not be returned.

If for any reason the Sweepstakes cannot be executed as planned, including but not limited to any printing, administrative, or other error of any kind, transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right, in its sole discretion, to cancel, modify or terminate the Sweepstakes and, if terminated before the original end date, to select the winners from among all eligible non-suspect entries received as of the date/time of termination. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY CORRUPT THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

5. Further Entry Conditions: There is a limit of one (1) Instant Win Game Play ("Game Play") and one (1) Sweepstakes entry per household during the Promotion Period. There is a limit of four (4) Bonus Sweepstakes Entries per household, per day. A "day" is defined as starting at 12:00 AM (midnight) ET and ending at 11:59:59 PM ET on each calendar day during the Promotion Period. If Entries received per person are in violation of the limitations set forth by any means including, but not limited to, establishing multiple cell phone numbers, establishing multiple e-mail addresses or social media accounts, all such Entries, and the person who submitted them, will be disqualified. Proof of submission of an entry

does not constitute proof of receipt of entry by Sponsor. By entering, Entrants acknowledge their compliance with and agreement to be bound by these Official Rules and the Sponsor's decisions. All entries become the property of Sponsor and will not be returned.

6. Random Drawing/Odds of Winning:

Instant Win Game Play:

The odds of winning an Instant Win Game Prize depend on when the Entrant completes a Game Play. Instant Win Game Prizes will be made available at random times throughout the Promotion Period. To be a potential winner of an Instant Win Game Prize, an Entrant's Game Play must have occurred either at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next Entrant's Game Play to occur after that time will be deemed a potential Instant Winner. The number of Instant Win Game Prizes available to be won will decrease during the Promotion Period as prizes are awarded and claimed. There is a limit of one (1) Instant Win Game Prize per household during the Promotion Period.

Sweepstakes Promotion:

On or about June 30, 2021, Administrator will randomly select three (3) potential Sweepstakes winner from among all eligible entries received during the Promotion Period. Odds of winning will depend on the total number of eligible entries received. Potential winners will be notified by phone, mail or e-mail on or about June 30, 2021. **EACH ENTRANT IS ELIGIBLE TO WIN ONLY ONE (1) PRIZE DURING THE SWEEPSTAKES PERIOD.** Prize winners, following verification of the winners, and may be announced by news release. Winning is contingent upon fulfilling all requirements of these Official Rules.

7. Prizes:

Instant Win Game Prizes: The following Instant Win prizes are available during the Promotion Period ("Instant Win Game Prizes"):

Number of Winners/Quantity	Instant Win Game Prize Description	Approximate Retail Value ("ARV") of each Prize
500	Hornitos RTD Pool Can Floatie - Set of Four (4)	\$3.96
750	Hornitos RTD Slim Can Koozie - Set of Two (2)	\$1.08
750	Hornitos RTD Sunglass Croakies	\$0.56
500	Hornitos RTD Seltzer Belt	\$4.10
200	Hornitos RTD MixIt Fresh Tequila Seltzer Mixer	\$1.91
25	Hornitos Draft Top Can Top Remover	\$0.93
10	Hornitos Cinco RTD Pinata	75.00
3	JBL Flip 5 Portable Speaker	\$119.95
4	Crosley Turntable	\$89.96
3	Singtrix Karaoke Kit	\$399.00
5	Hornitos branded Cornhole Game	\$92.78
2	Stubhub Game Package	\$250.00
3	Skydiving Adventure for Two (2) People	\$600.00
12	Hornitos branded RTD Adirondack Chair	\$157.00
30	Hornitos branded Frio Cooler Tote	\$143.38
2	Outdoor Recreation Gift Card	\$250.00

The total Approximate Retail Value ("A.R.V") of all available Instant Win Game Prizes during the Promotion Period is Twenty-Four Thousand Eighty-One Dollars (\$18,335.00).

Sweepstakes Grand Prize: Three (3) Grand Prize Winners will be awarded one (1) Pack Up and Go Adventure Experience gift certificate. The ARV of each Grand Prize is Seven Thousand Five Hundred Dollars (\$7,500.00). The total ARV of all available Sweepstakes Grand Prizes during the Promotion Period is Twenty-Two Thousand Five Hundred Dollars (\$22,500.00).

The total ARV of all available prizes in this Promotion is Forty Thousand Eighty Hundred Thirty-Five Dollars (\$40,835.00). Any difference between the stated ARV and actual value of prize will not be awarded in any form. Prizes are non-transferable, and no prize substitutions or cash redemptions are allowed except by Sponsor in its sole discretion, or as otherwise provided herein. Sponsor may substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) becomes unavailable for any reason. **All income taxes on prizes are the winners' sole responsibility. PRIZE WINNERS WILL BE ISSUED AN IRS FORM 1099 FOR THE VALUE OF THE PRIZE.**

No alcohol will be awarded as part of any prize.

All prizes will be awarded provided they are claimed properly in accordance with these Official Rules.

8. Verification/Prize Claim: Winners must provide positive identification specified by Sponsor to claim or participate in a prize. Winners will be required to sign and return an Affidavit of Eligibility, Liability Release and, where permitted by law, Publicity Release without additional compensation within ten (10) business days of notification or the prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. If prize notification is returned as undeliverable, or if Sponsor, in its sole discretion, deems a potential winner ineligible to receive a prize for any reason, the corresponding prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. Sponsor's decisions will be final, binding and non-appealable in all matters relating to this Sweepstakes.

9. Limitations on Liability: By entering, each Entrant agrees to abide by the terms of these Official Rules and by the decisions of the Sponsor, and agrees to indemnify, release, defend and hold harmless the Sponsor, its parent company, subsidiaries, affiliates and agencies, and the officers, directors and employees of each of the foregoing (collectively, the "Released Parties"), from and against any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury (including without limitation emotional distress) and/or death, publicity rights, defamation or invasion of privacy or merchandise delivery arising from or in connection with participation in the Sweepstakes or the acceptance, possession and/or use/misuse of a prize (if awarded to him/her) or his/her participation in prize-related activities (if applicable), including but not limited to travel related thereto.

By accepting a prize, each winner agrees that any liability concerning or arising out of his/her prize rests solely with the common carrier on which the winner traveled, the hotel that provided lodging, or the manufacturer of the goods, (as applicable) and/or the respective affiliates of each of the foregoing. Furthermore, each winner, by accepting a prize, acknowledges that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to such prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose.

10. Consent to Publicity: By accepting a prize, winners further consent to Sponsor's use of his/her name, voice, statements and/or likeness for advertising, promotion, public relations or trade purposes in commerce and in any media worldwide without limitation or additional compensation or notice, unless prohibited by law.

11. Disputes/Venue/Governing Law: By participating, Entrants agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in the State of Illinois; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) to the extent allowed by applicable law, under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any

and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrants' 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 State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

12. Personal Information: All personal information collected from Entrants in connection with participation in this Sweepstakes will be used only as provided in Sponsor's Privacy Policy, available at <https://www.beamsuntory.com/en/privacy-policy>.

13. Winners List: For the names of the winners, send a self-addressed stamped business-size envelope after June 30, 2021 and no later than July 30, 2021 to: Hornitos Tequila Seltzer "Call the Shots" Promotion, Winner List Request, PO Box 251328, West Bloomfield, MI 48325.

14. Sponsor: Jim Beam Brands Co. This Promotion is in no way sponsored, endorsed or administered by or associated with Facebook, Instagram or Twitter. Any questions, comments or complaints regarding this Promotion shall be directed to Sponsor and not to Facebook, Instagram or Twitter. Please direct any questions or comments regarding this Promotion to Jim Beam Brands Co.

Enjoy Responsibly.

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