

Miller Lite® Sabres Power Play Sweepstakes
(Promotion MLR3004 – NY)

MILLER LITE® SABRES POWER PLAY SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY

1. **ELIGIBILITY:** The Miller Lite Sabres Power Play Sweepstakes (“Sweepstakes”) is open only to legal U.S. residents of NY, who are 21 years of age or older. Employees, directors, officers, and agents of MillerCoors LLC (“Sponsor”), the Buffalo Sabres, the National Hockey League, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC and the member clubs of the National Hockey League (the foregoing NHL entities, collectively, “the NHL Entities”), and each of their parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies, and suppliers involved in the Sweepstakes, 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 of such individuals are not eligible to enter or win. Employees of alcohol beverage retailers and distributors are also not eligible to enter or win. Void where prohibited by law.
2. **HOW TO ENTER:** The Sweepstakes begins at or about 10:00:00 AM ET on 01/08/12 and ends 11:59:59 PM ET on 03/03/12 (“Sweepstakes Period”). There are two ways to enter during the Sweepstakes Period: 1) by using an SMS-enabled device to text keyword communicated on advertising materials and your date of birth (mmddyyyy) to 90464 (“Text Message Entry”) or 2) by hand printing on a 3” x 5” paper, your complete name, address, birth date, email address (optional), daytime telephone number, valid keyword (use same keyword as identified for text message entries) and signing your name. Mail entry with first-class postage affixed to: Miller Lite Sabres Power Play Sweepstakes – MLR3004, Dept. 34395A, PO Box 5078, Clinton, IA 52736-5078. Entries without a keyword will be considered incomplete and not considered an entry. You may enter as often as you wish, but limit one entry per envelope. No mechanically reproduced entries permitted. All mail-in entries must be postmarked by 03/03/12 and received by 5:00 PM ET on 03/09/12. All entries become the sole property of the Sponsor and will not be returned.

For Text Message Entries: Only text messages with a valid keyword and eligible date of birth will automatically be credited with one entry in the Sweepstakes. **Standard text message and data rates apply to each message sent or received.** Other charges may apply; check your mobile plan for rates/details. Participation may not be possible on all carriers. For help, text the word HELP to 90464. To cease receiving messages regarding the Sweepstakes, text the word STOP to 90464. You will not receive future text messages regarding the Sweepstakes except for notification if you are selected as a potential winner.

Please note that proof of text message submission does not constitute proof of delivery/receipt. Limit one text message entry per wireless account per day. If more than one (1) entry is received from the same person, or phone number in a single day, only the first entry will be considered valid and Sponsor may choose to disqualify all entries submitted by that person at Sponsor's sole discretion. For purposes of this Sweepstakes, a "day" is the 24-hour period between 12:00:00 AM ET and 11:59:59 PM ET, except on 01/08/12 on which a "day" will be the period between 10:00:00 AM ET and 11:59:59 PM ET. Sponsor's computer is the official time keeping device for this Sweepstakes.

3. **WINNERS SELECTION/NOTIFICATION:** Winners will be selected in a random drawing conducted on or about 03/12/12 from among all eligible entries received by Promotional Fulfillment Company, an independent judging agency whose decisions on all matters relating to this sweepstakes are final. Odds of winning depend upon the number of eligible entries received. Prizes will be awarded assuming sufficient eligible entries are received and prizes are properly claimed. Potential winners will be notified by phone or mail within two days after drawing date.
4. **PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):** **Four (4) Grand Prizes:** prize includes suite tickets for winner and three (3) adult guests to attend the Buffalo Sabres home game on or about 03/30/12, four (4) pre-game access passes, one (1) parking pass, four (4) autographed hats (autograph is determined by Sponsor in its sole discretion), one (1) \$1,000.00 gift card to the Sabres team store and one (1) \$250.00 pre-paid gift card. ARV \$2,055.00. **Important Notice:** Winner's guests must be 21 years of age or older to attend. Transportation and lodging are NOT included in prize. Winners will be responsible for all transportation, gratuities, meals, lodging and any other incidental costs or expenses not identified in these rules. If the game is delayed, postponed, or canceled for any reason, winners will not be reimbursed. The game and game tickets may be subject to standard rain check policies and procedures set by the issuer. Winners will not receive compensation from Sponsor for any portion of the prize that the winner is unable to use due to cancellation of an event. Prizes are awarded pursuant to a revocable, nontransferable license that is personal to the winner and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. A violation of these restrictions shall revoke winner's license, and the prize will not be honored. Sponsor reserves the right to remove or to deny entry to winner if the winner violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the event. **Eight (8) First Prizes:** prize includes one (1) \$500.00 gift card to the Sabres team store and one (1) \$125.00 pre-paid gift card. ARV: \$625.00. Gift cards are subject to terms and conditions established by the issuers and are not redeemable for cash. Sponsor is not responsible for any expenses incurred with winners' purchase(s) that exceed the value of the gift cards. **Limit one (1) prize per household/address.** ARV of all prizes: \$13,220.00.

5. **WINNER VERIFICATION:** The potential winners are subject to verification of eligibility and compliance with these Official Rules. The potential winners will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) within five (5) days of attempted notification or prize will be forfeited in its entirety and may be awarded to an alternate winner. Failure to provide all required information and a signature on the documents will result in forfeiture of winner's right to claim a prize and may be awarded to an alternate winner, if time permits. The potential winners may be subject to a background check before the prize will be awarded; if a potential winner has been convicted of a felony or any other crime that would reflect negatively on the Sponsor, the potential winner may be disqualified and the prize will be awarded to an alternate winner. In the event of noncompliance with these Official Rules, or if prize notification or prize is returned as undeliverable, the prize will be forfeited and may be awarded to an alternate winner, if time permits. If a winner cannot be confirmed by 03/23/12, then the prize will not be awarded.
6. **PRIZE TERMS:** Prizes are not transferable and include only the items specifically listed as part of prize. No substitution or cash equivalent of prize is permitted except at the sole discretion of the Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Any portion of prize not accepted by winner will be forfeited. Federal, state, and local taxes on prize and any expenses relating to the acceptance of and use of prize not specified herein are the responsibility of winners. Sponsor will issue an IRS Form 1099-MISC for each winner whose prize is valued at \$600 or more. Approximate retail values are as of the time the rules were printed and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded.
7. **ADDITIONAL TERMS:** Sponsor is not responsible for late, lost, misdirected, mutilated, incomplete, illegible, or postage-due entries or mail. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by entrant or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error which may occur in the processing of the entries. Sponsor assumes no responsibility for undeliverable text messages resulting from filtration of a user's internet service provider or wireless phone carrier network. Sponsor is also not responsible for any technical problems, malfunctions of any telephone service, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission that may affect the ability of consumers to participate, or for any damage to any participant's computer system/software related to or resulting from participation in this Sweepstakes. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants. Participants may not enter more than the

maximum number of times allowed with multiple cellular phone numbers. Any participant who attempts to enter with multiple identities or uses any device or artifice to register/enter multiple times will be disqualified at Sponsor's sole discretion. In the event of a dispute regarding the identity of a winning entrant, the entry will be deemed made by the authorized account holder of the phone number from which a Text Message Entry was sent (i.e. the natural person assigned to the number by a phone service provider). Potential winners may be required to provide Sponsor with proof that he/she is the authorized account holder of the phone number associated with the winning entry. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE/PHONE SERVER OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT, AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Proof of submission of an entry will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any typographical, technical, or other error in the Sweepstakes offer, administration of the Sweepstakes or in the announcement of prize winners. In the event of a printing/production/typographical error, irregular or invalid code/message or equipment error, neither MillerCoors LLC, the NHL Entities, and their parent companies, their distributors, alcohol beverage retailers, affiliates, subsidiaries, advertising and promotion agencies, nor their respective agents or agencies shall have any liability. In no event will more than the number of prizes stated in these Official Rules 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. In the event Sponsor is prevented from continuing with the Sweepstakes or the integrity and/or feasibility of the Sweepstakes 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 shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without any further obligation. If Sponsor, in its discretion, elects to alter this Sweepstakes as a result of a Force Majeure event, a notice will be posted on www.promorules.com/v4cubr. In the

event of cancellation, Sponsor will award the prizes in a random drawing from among all valid and eligible entries received up to the time of such cancellation, providing a sufficient number of entries are received. By participating in this Sweepstakes and submitting an entry, each entrant agrees: (i) to be bound by these Official Rules, including all entry requirements; (ii) to hold Sponsor, the NHL Entities, and their representatives, directors, officers, agents, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies, employees and assigns (collectively, the "Released Parties"), harmless against any and all claims, injuries, damages, losses and liability that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of any prize or any travel or activity related to the receipt or use of any prize; and (iii) that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Winners, by acceptance of a prize, grant to Sponsor and its designees the right to use winner's name, address (city and state of residence), photograph, voice, statements and/or other likeness and prize information in perpetuity for purposes of advertising and trade in any and all media now known or hereafter devised, throughout the world, without further compensation, or consideration, notification or permission, unless prohibited by law. As a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or the prizes awarded shall be governed by the laws of the State of Wisconsin without giving effect to any choice of law or conflict of law rules, and that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, exclusively before a court located in Milwaukee County, WI. Further, in such dispute, under no circumstances will entrant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental or consequential damages, including reasonable attorney's fees, other than participant's actual out of pocket expenses (i.e. costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Please see the privacy policy located at www.promorules.com/v4cubr for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes.

8. **RULES REQUEST:** For a copy of the official rules, log onto www.promorules.com/v4cubr or send a self-addressed, stamped envelope postmarked by 03/12/12 to: Miller Lite Sabres Power Play Sweepstakes Rules Request – MLR3004, Dept. 34395R, POB 5078, Clinton, IA 52736-5078.

9. WINNERS LIST: For the names of the winners, available after 03/12/12, send a self-addressed stamped envelope, postmarked by 03/12/12, to: Miller Lite Sabres Power Play Sweepstakes Winners List – MLR3004, Dept. 34395W, POB 5078, Clinton, IA 52736-5078.

© 2011 Miller Brewing Company, Milwaukee, WI

POS Disclaimer w/text & on-line details:

NO PURCHASE NECESSARY. To enter either text* valid keyword given above with your date of birth (keyword mmddyyyy) or on a 3" x 5" paper, sign your name and hand print your complete name, address, birth date, email address (optional), daytime telephone number and valid keyword. Mail entry to: Miller Lite Sabres Power Play Sweepstakes – MLR3004, Dept. 34395A, POB 5078, Clinton, IA 52736-5078. See participating retailers' display for details or, for official rules, log onto promorules.com/v4cubr. Must be 21+ and a legal U.S. resident of NY. Void where prohibited. Begins 01/08/12. Ends 03/03/12. All mail-in entries must be postmarked by 03/03/12 & rec'd by 5:00 PM ET on 03/09/12. *Msg&data rates may apply. Text HELP to 90464 for help. Text STOP to 90464 to cease messages.