

MILLER LITE® INSTANT WIN GAME**OFFICIAL RULES****NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.**

The Miller Lite Holiday Instant Win Game ("Promotion") is sponsored by MillerCoors LLC ("Sponsor"), 3939 W. Highland Blvd., Milwaukee, WI USA 53201 and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI USA 48033.

- PROMOTION PERIOD:** The Promotion begins at or about 12:00 PM Central Time ("CT") on November 1, 2018 and ends at 11:59:59 PM CT on December 31, 2018 ("Promotion Period"). The Administrator's computer is the Promotion official clock.
- ELIGIBILITY:** This Promotion is offered only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years old at the time of participation. 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 Promotion ("Promotion 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 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 Promotion are not eligible to enter or win. 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 Promotion. For purposes of the Promotion, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at registration. Entrants will not be allowed to change their physical addresses or e-mail addresses. Each Entrant may be required to furnish proof of identification and other proof of eligibility under these Official Rules.
- HOW TO PARTICIPATE IN THE PROMOTION:** An entrant may use a keyword listed in the table in Section 4A (each a "Keyword") or a Game Play Code (defined below) to participate (see below for how an entrant may use a common code in lieu of a Game Play Code during the last ten (10) days of the Promotion). During the Promotion Period, there are three (3) ways to obtain a Game Play Code.

A. How to Acquire a Game Play Code

- Purchase a Specially Marked Miller Lite Cup:** During the Promotion Period, an eligible entrant may visit a participating location and purchase a specially marked Miller Lite cup ("Cup"), while supplies last. A unique game play code ("Game Play Code") can be found on each Cup. A Game Play Code found on a Cup will be valid for one (1) game play in the MLHOLIDAY/SWEATER prize pool, as described below.
- Food and Beverage Purchase:** During the Promotion Period, an eligible entrant may visit a participating location, make a qualifying purchase listed in the table below ("Qualifying Purchase"), and text an image of his/her receipt to the short code 73255 ("Short Code") with the corresponding text message keyword stated in the table below (each, a "Text Message Keyword"). Only a request sent to the Short Code with a picture of a Qualifying Purchase receipt and the corresponding Text Message Keyword will be accepted as a valid request. NOTE: Proof of text message submission does not constitute proof of delivery or receipt of the text message. Only residents of Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin are eligible to use the "MERRY" Text Message Keyword. Once a request is received, the entrant will be sent a reply text message asking the entrant to submit his/her 5-digit ZIP Code ("K" for "keyword", "M" for "merry"). Upon receipt of a valid 5-digit ZIP Code, date of birth, Text Message Keyword, and picture of a Qualifying Purchase receipt an entrant will receive a Game Play Code for the applicable prize pool. Limit one (1) Game Play Code request via this method per person per day.

Qualifying Purchase	Eligible States	Text Message Keyword/Prize Pool
At least \$25 including at least one (1) Miller Lite product and food	50 USDC	MLHOLIDAY
24-pack or 30-pack of Miller Lite	IL, IN, KY, MI, OH, WI	MERRY

IMPORTANT: Message and data rates may apply for each text message sent or received. Not all mobile telephone providers carry the service necessary to participate in this Promotion. Entrants should consult their wireless provider's pricing plans. Consent not a condition of purchase. An entrant may, at any time, choose to stop participating by sending an opt-out text message stating "STOP" to the Short Code. If an entrant sends an opt-out text message, he/she will be sent a reply text message, which will confirm that he/she has been unsubscribed and will receive no further text messages. For help, text the word "HELP" to the Short Code.

- Non-Purchase Mail-In Code Request/Common Code:** To obtain a Game Play Code without making a purchase, an eligible entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (PO Boxes not accepted), city, state, ZIP code, telephone number, date of birth (MM/DD/YYYY), and one (1) Text Message Keyword (either "MLHOLIDAY" or "MERRY") on a 3x5" card ("Mail-In Request") and mail it with sufficient postage to: Miller Lite® Holiday Instant Win Game Play - P.O. 10185, P.O. Box 410, Southfield, MI 48037. Only residents of Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin are eligible to receive a Game Play Code for the MERRY prize pool. All Mail-In Requests must be postmarked no earlier than October 18, 2018 and received on or before December 31, 2018 in order to be accepted. Once received, the eligible entrant will receive one (1) Game Play Code for the applicable prize pool at the e-mail address provided on the "Mail-In Request." A Text Message Keyword is listed on a Mail-In Request, an entrant will receive a Game Play Code for the MLHOLIDAY/SWEATER prize pool. Mail-In Requests must be legibly hand-written. Mechanical reproductions, postage due, Mail-In Requests mailed in an envelope or sent in excess of the limits set forth below will not be accepted. Mail-In Requests received without a verifiable and legible return address will be deemed incomplete and will not be accepted. Note: Between 12:00 AM CT on December 22, 2018 and 11:59:59 PM CT on December 31, 2018, an entrant may enter a common code (each, a "Common Code") in lieu of a Game Play Code at the Website. A Common Code will be available in the promotion. An entrant may use the Common Code "LITERHOLIDAY" to receive a game play for the MLHOLIDAY/SWEATER prize pool. An eligible Illinois, Indiana, Kentucky, Michigan, Ohio, or Wisconsin entrant may use the Common Code "LITERHOLIDAY" to receive a game play for the MERRY prize pool.

- How to Play the Game:** To play the game, an entrant must visit MLUGlywearer.com ("Website"). If it is the entrant's first time participating in the Promotion, the entrant must complete registration by entering the information requested on the registration form, which may, without limitation: his/her first and last name (initials are not permitted), e-mail address, complete mailing address (PO Boxes are not permitted), date of birth, telephone number, affirmation he/she has read and agrees to be bound by these Official Rules, and preferred sweater size for the event that entrant is a confirmed prize winner. An entrant may then follow the instructions to submit his/her Game Play Code or a Keyword (or Common Code between 12:00 AM CT on December 22, 2018 and 11:59:59 PM CT on December 31, 2018), after which the entrant will receive one (1) game play ("Game Play") for the applicable prize pool (see Section 4B below). Note: An entrant using any Keyword other than the Keyword "SWEATER" or an entrant using a Game Play Code received via text message request or Mail-In Request using "MERRY" will receive one (1) Game Play for the respective Keyword prize pool only. If that Game Play is not a winning Game Play, one (1) Game Play for the MLHOLIDAY/SWEATER prize pool. A "win" or "lose" message will appear on screen following the Game Play. A potential winner will receive an e-mail confirmation within approximately twenty-four (24) hours from the time his/her Game Play Code is submitted. A resident of New Jersey will be sent a "win" or "lose" message by e-mail within approximately twenty-four (24) to forty-eight (48) hours from the time of his/her Game Play Code request is submitted.

Each entrant who receives a winning notification will be deemed a potential winner, pending verification of the entrant's eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules. Message and data rates may apply. Entrants should consult their wireless provider's pricing plans.

NOTE: An entrant may receive a link to the Website via the SnapChat application. An entrant may sign in to his/her SnapChat application and center the SnapCode in the camera. Once created, the entrant will receive a link to the Website. An entrant must have a SnapChat account to request a link to the Website. If an entrant does not have a SnapChat account, he/she can create one at no cost by downloading the SnapChat application. Please note that an entrant must agree to comply with the Snap Inc. Terms of Service (<https://www.snap.com/en-US/terms>) and Privacy Policy (<https://www.snap.com/en-US/privacy-policy>) in order to create a SnapChat account to request a link to the Website. This Promotion is in no way sponsored, endorsed, or administered by, or associated with, Snap Inc. including no more than three (3) Game Plays from any and all liability associated with this Promotion.

Game Play Limit: Limit 4 (4) total Game Plays, including no more than three (3) Game Plays using any of the Game Play Codes and one (1) Game Play using a Keyword, per person per day during the Promotion Period. If more than the above number of Game Plays are received from the same person and/or e-mail address in a single day, Game Plays received in excess of the limit will not be considered valid. A "day" is defined as starting at 12:00 AM CT and ending at 11:59:59 PM CT on a calendar day during the Promotion Period, except on November 1, 2018, when a day is defined as starting at 12:00 PM CT and ending at 11:59:59 PM CT. All Game Plays must be completed and received by Sponsor or its authorized designee by 11:59:59 PM CT on December 31, 2018. In the event that a household, based on address, enters the Promotion using more than five (5) unique e-mail addresses, all of the Game Plays associated with that household (determined by Sponsor or Administrator at their sole discretion) will be disqualified.

4. PRIZE POOLS, PRIZES, APPROXIMATE RETAIL VALUE ("ARV"), AND ODDS OF WINNING:

A. Prize Pools: The following prize quantities will be available in each prize pool (each, a "Prize Pool"), as determined by the Game Play Code or Keyword used to receive a Game Play:

Prize Pool	Prize Quantities/Types
MLHOLIDAY/SWEATER Keyword (all Game Play Codes found on Cups, all Game Play Codes received via text message request or Mail-In Request using "MLHOLIDAY", "SWEATER" Keyword)	1,000 Grand Prizes 3,000 First Prizes 2,000 Second Prizes 200 Third Prizes 1,000 Fourth Prizes 2,810 Fifth Prizes
"GIFT" Keyword (set. NY res. only)	15 Grand Prizes
"CHEER" Keyword (NY res. only)	25 Grand Prizes
"JOLLY" Keyword	100 Grand Prizes
"FESTIVE" Keyword	50 Grand Prizes
"RENDERER" Keyword (OH res. only)**	50 Grand Prizes
MERRY (all Game Play Codes received via text message request or Mail-In Request using "MERRY"; IL, IN, KY, MI, OH, WI res. only)	1,000 Grand Prizes

****GIFT Keyword Prize Pool is open only to eligible entrants residing in select New York ZIP Codes. See the Appendix to these Official Rules for lists of eligible ZIP Codes for "GIFT" Keyword Prize Pool.**

*****CHEER Keyword Prize Pool is open only to eligible entrants residing in New York.**

******RENDERER Keyword Prize Pool is open only to eligible entrants residing in Ohio.**

B. Grand Prizes (2,240): The grand prize is a Miller Lite branded "ugly sweater" (Grand Prize). All Grand Prize sizes and design elements are subject to Sponsor's sole discretion, but Sponsor will attempt to send winners the sizes selected at registration, subject to availability. Two thousand two hundred forty (2,240) Grand Prizes will be available in the Promotion (distributed among Prize Pools according to the table in Section 4A). The ARV of each Grand Prize is \$67.95. The total ARV of all Grand Prizes available in the Promotion is \$152,208.

C. First Prizes (3,000): The first prize is a Miller Lite branded winter hat ("First Prize"). All First Prize sizes and design elements are subject to Sponsor's sole discretion. Three thousand (3,000) First Prizes will be available in the Promotion (MLHOLIDAY/SWEATER Prize Pool only). The ARV of each First Prize is \$13.95. The total ARV of all First Prizes available in the Promotion is \$41,650.

D. Second Prizes (2,000): The second prize is a Miller Lite branded scarf ("Second Prize"). All Second Prize sizes and design elements are subject to Sponsor's sole discretion. Two thousand (2,000) Second Prizes will be available in the Promotion (MLHOLIDAY/SWEATER Prize Pool only). The ARV of each Second Prize is \$15.95. The total ARV of all Second Prizes available in the Promotion is \$31,900.

E. Third Prizes (200): The third prize is a Miller Lite branded stocking ("Third Prize"). All Third Prize sizes and design elements are subject to Sponsor's sole discretion. Two hundred (200) Third Prizes will be available in the Promotion (MLHOLIDAY/SWEATER Prize Pool only). The ARV of each Third Prize is \$14.95. The total ARV of all Third Prizes available in the Promotion is \$2,990.

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