

**NO PURCHASE NECESSARY TO ENTER OR WIN A PURCHASE WILL NOT INCREASE
YOUR CHANCES OF WINNING
OPEN TO LEGAL RESIDENTS OF THE CONTINENTAL UNITED STATES WHO ARE AT
LEAST 21 YEARS OLD AS OF DATE OF ENTRY**

1. ENTRY REQUIREMENTS: The Kona Brewers Festival Sweepstakes ("Sweepstakes") is open only to persons who are living within, and are legal residents of the United States (including the District of Columbia), and who are at least 21 years old as of the date of entry. Entrants must have an existing internet connection prior to the start of the Sweepstakes. **Must be 21 years old or older at time of entry to enter the Sweepstakes.** Odds of winning depend on number of eligible entries received. By participating, entrant agrees to these Official Rules.

2. ELIGIBILITY: The following individuals are not eligible to enter or win: officers, directors, and employees of Kona Brewer's Festival ("Sponsor") and its respective subsidiary and affiliated companies; its distributors, contractors, web design, advertising, fulfillment, promotion agencies and other individuals or entities involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Sponsor & Others") and members of their household and all of their immediate family members (spouse, parent, child, sibling and/or the household members of each). This Sweepstakes shall be construed and evaluated solely under the relevant United States federal, state and local laws. Do not enter the Sweepstakes if you are not located in the continental United States or the District of Columbia.

3. TO ENTER: Sweepstakes starts at 12:01 AM Eastern Time ("ET") on January 15, 2012 and ends at 11:59:59 AM ET on March 9, 2012 ("Sweepstakes Period"). Sponsor has the sole discretion to determine the valid and official entry time should any discrepancies of time occur. To enter the Sweepstakes:

- Visit the following URL: <http://KonaBrewersFestival.com> and follow the instructions to complete the online registration form. Completion of the online registration automatically entitles the entrant to receive one (1) entry into the Sweepstakes.

By entering, entrant agrees: (a) to abide by these Sweepstakes rules (exact compliance is essential); (b) to accept as final and binding the decisions of the Sponsor, judge(s) and their agents in all matters relating to this Sweepstakes; and (c) that all entries submitted become the property of Sponsor and will not be acknowledged or returned. Additionally, Sponsor reserves, in its sole discretion, the right to extend the Sweepstakes Period for whatever reason without notification.

4. GRAND PRIZE (1): Two (2) Grand Prize ("Prize") winners will receive Package includes two roundtrip airfare tickets from any city Alaska Airlines services, Four-night hotel stay at the Sheraton Keauhou Bay Resort and Spa, Tickets for two to the following Kona Brewers Festival events: Thursday, March 8th, A Brewer's Pa'ina ~ Dining Under the Stars at the Sheraton Keauhou Bay Resort, Friday, March 9th, 6th Annual Golf Tournament at the Big Island Country Club, Saturday, March 10th, 5th Annual Run for Hops at Kona Brewing Company, Saturday, March 10th, 17th Annual Kona Brewer's Festival Approximate Retail Value (ARV) \$4500.00 USD. No substitution or cash alternatives are permitted, unless Sponsor, who reserves the right in its sole discretion, to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason.

5. TAXES: The winner must provide all government required tax reporting information, such as his/her social security number, and will be issued income reporting forms, as required by law. All United States federal, state, or local taxes are the sole responsibility of the winner and/or winner's parent or guardian. It is recommended that the potential winner consult with his/her tax advisor as to the tax consequences of accepting the Prize or a cash alternative.

6. RANDOM DRAWING: One potential winner will be selected on or about February 9, 2012, and a second winner will be drawn on or about March 8, 2012 in a random drawing to be held by Sponsor in Kailua-Kona, Hawaii from among the total number of all eligible entries received during the Sweepstakes Period. A computer software program will be used to randomly select two eligible entries as the winners. Odds of winning depend on number of eligible entries.

7. WINNER NOTIFICATION: The potential winner of the first drawing will be notified on or about February 9, 2012 and the potential winner of the second drawing will be notified on or about March 10, 2012 by email. Except where prohibited, the potential Sweepstakes winner must sign and return to Sponsor, within five (5) days of being notified, an affidavit of eligibility and liability/publicity release in order to claim his/her prize. If the potential Sweepstakes winner fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period, an alternate entrant will be selected in his/her place at random from among all entries received. In the event the Sponsor or its representative is unable to notify the potential winner within two (2) days of the random drawing, or as a result of the return of any

notification as undeliverable, that potential winner will be disqualified, all rights to a prize will be forfeited, and an alternate potential winner will be selected from among the remaining eligible entries. Noncompliance with any of the above may result in disqualification of the potential winner and the selection of an alternate potential winner.

8. PUBLICITY: Except where legally prohibited, by entering winner grants permission for Sponsor and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising and/or publicity purposes without further consent or additional compensation.

9. LIMITATIONS OF LIABILITY: Sponsor & Others are not responsible for interrupted or unavailable network server, internet access or other connections, miscommunications, failed telephone or computer transmissions or jumbled, scrambled or misdirected Sweepstakes submissions or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, inability to upload or download any information in connection with participating in the Sweepstakes, failures or difficulties or for other errors, omissions, interruptions, or deletions of any kind whether human, mechanical or electronic or for any damage to any person's computer related to participating in the Sweepstakes. Sponsor & Others are not liable for any Internet connectivity costs, dial-up access costs or upload fees. Sponsor is not responsible for illegible, unintelligible, late, lost or stolen Sweepstakes entries or incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes promotion or by any technical or human errors which may occur in the processing of any Sweepstakes entries. Persons found tampering with, abusing any aspect of this Sweepstakes, violating these Official Rules, will be disqualified and may be subject to prosecution. If in the judgment of Sponsor, the Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Sponsor, which corrupt or threaten to corrupt the administration, security, fairness or proper operation of the Sweepstakes, Sponsor reserves the right, in its sole discretion to discontinue, suspend or terminate the Sweepstakes or to otherwise proceed with the Sweepstakes in any manner it deems reasonable. Any personally identifiable information collected during your participation in this Sweepstakes promotion will be collected by Sponsor and used by them and their respective agents solely for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and will not be shared with any third party except as stated in Sponsor's Privacy Policy, posted at <http://www.fanprizes.com/privacy> and as allowed by law. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE INVOLVED IN THIS SWEEPSTAKES 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.** In the event of dispute regarding the identity of an entrant, the dispute will be resolved in favor of the individual who is the "authorized e-mail account holder" of the e-mail address. "Authorized email account holder" is defined as the natural person assigned an e-mail address by an Internet access provider, online service provider, or other organization (i.e., business, educational institution) responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

10. GENERAL RELEASE: AS PREVIOUSLY STATED IN THESE OFFICIAL RULES, **THE GRAND PRIZE INVOLVES TRAVEL WHICH CAN INVOLVE HIGH RISKS.** SPONSOR & OTHERS ARE NOT RESPONSIBLE, WHETHER DIRECTLY OR INDIRECTLY, FOR ANY LIABILITY IN CONNECTION WITH ANY INJURIES INCLUDING DEATH, DAMAGES OR LOSSES OF ANY KIND, WHETHER TO PROPERTY OR PERSON, ARISING OUT OF THE ACCEPTANCE, POSSESSION, ENJOYMENT, USE AND/OR MISUSE OF THE PRIZE AND/OR PARTICIPATION IN THIS SWEEPSTAKES OR PARTICIPATION OF ANY SWEEPSTAKES RELATED ACTIVITY (INCLUDING BUT NOT LIMITED TO, PERSONAL INJURIES, DEATH, DEFAMATION OR PORTRAYAL IN A FALSE LIGHT, WHETHER INTENTIONAL OR UNINTENTIONAL) AND THEY WILL BE HELD HARMLESS AGAINST ANY SUCH CLAIMS OF LIABILITY ARISING DIRECTLY OR INDIRECTLY FROM THE ACCEPTANCE OR PARTICIPATION OF ANY ASPECT OF THE PRIZE, TRAVEL, OVERNIGHT ACCOMMODATIONS; AND/OR PARTICIPATION IN SWEEPSTAKES RELATED PROGRAMS AND EVENTS, INCLUDING THOSE THAT ARE NOT SPONSORED OR PROVIDED BY SPONSOR.

11. GENERAL CONDITIONS: By entering this Sweepstakes, each entrant or the parent/legal guardian of a minor entrant, agrees that s/he has read and understands these Official Rules and that s/he will be bound by them. Any dispute or claim arising out of or relating to the Sweepstakes or these Official Rules shall be

resolved in the federal or state courts located in Hawaii. Should there be a conflict between the laws of the Hawaii and any other laws, the conflict will be resolved in favor of the laws of the Hawaii. Any and all disputes that arise relating to this Sweepstakes must be filed within one (1) year from the date that the Winner is announced. Sweepstakes is void where prohibited, taxed or restricted by law. Sponsor shall not be responsible for illegible, damaged, lost, late, stolen, postage-due, incomplete, undelivered/undeliverable, misdirected or returned mail; any late, lost, misrouted, garbled or distorted or damaged transmissions or entries; telephone, electronic, hardware, software, network, Internet, or other computer or communications related malfunctions or failures; any Sweepstakes disruptions, injuries, losses or damages caused by events beyond the control of Sponsor; or any printing or typographical errors in any materials associated with the Sweepstakes. All United States federal, state, and local laws apply.

12. WINNER LIST: For the name of the Grand Prize winner, send a self-addressed, stamped envelope before April 30, 2012 to: Kona Brewer's Festival, Kona Brewer's Festival Sweepstakes, 75-5629 Kuakini Hwy, Kailua-Kona, HI 96740

13. PRIVACY POLICY: By entering the Sweepstakes, you represent and warrant that you have read, and agree to all of the terms and conditions of Sponsor's privacy policy, which is available at <http://www.KonaBrewersFestival.com>

14. COPYRIGHT: The Sweepstakes and accompanying materials are copyright of 2012 Kona Brewer's Festival.