

**iHeartRadio & Burnett's Vodka More Flavor Day Weekend Sweepstakes ("Sweepstakes")
2015 OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR THE UNITED STATES. DO NOT ENTER IF YOU ARE NOT 21 YEARS OF AGE OR OLDER AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. VOID WHERE PROHIBITED. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS.

- 1. ELIGIBILITY:** Open to legal residents of the 50 United States and the District of Columbia, who are 21 years of age or older. The following individuals are not eligible to enter or win a prize: employees, contractors, directors, and officers of Heaven Hill Brands ("Sponsor"), its parent, subsidiary, and affiliated companies, iHeartRadio, and the web design, advertising, fulfillment, legal, administrative, and sweepstakes agencies involved in the administration, development, fulfillment, and execution of this Sweepstakes (collectively, "Sweepstakes Parties"), 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). Employees, agents and officers of alcohol beverage retailers and distributors and their family members are also not eligible to enter or win. Void where prohibited.
- 2. SWEEPSTAKES PERIOD:** Sweepstakes begins on May 15, 2015 at 12:00:00 p.m. Eastern Time ("ET") and ends on July 15, 2015 at 11:59:59 a.m. ET (the "Sweepstakes Period"). The Web Site server is the official clock for this Sweepstakes.
- 3. TO ENTER:** Go online to www.moreflavordayweekend.com (the "Web Site") during the Sweepstakes Period and follow the on-screen directions to complete and submit your online entry form to receive one (1) entry into the drawing for the corresponding Weekly Entry Period (as defined below) and one (1) entry into the Grand Prize drawing.

Each eligible entry will be entered into the weekly Sweepstakes drawing for the Weekly Entry Period during which it is received and all non-winning entries will carry forward into subsequent Weekly Entry Period drawings (as described more fully in Section 4 below). All eligible entries will also be entered into the Grand Prize drawing. Limit one (1) entry per person/email address per day. For purposes of this Sweepstakes, a "day" begins at 12:00:00 p.m. (noon) ET and ends at 11:59:59 a.m. ET. Standard data rates may apply if the Web Site is accessed via a mobile device, and entrants are solely responsible for any such charges.

Limit one (1) entry per person/email address per day, with each entry entering you into both a Weekly Entry Period drawing and the Grand Prize drawing. Automated means of entry are prohibited and any use of automated devices will cause disqualification.

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. Any entrant who attempts to enter with multiple email addresses or uses any device or artifice to enter multiple times will be disqualified and forfeits any and all prizes won, in Sponsors' sole discretion. Proof of submission is not proof of receipt by Sponsors. 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. By participating, entrants agree to abide by and be bound by these Official Rules and the Sponsors' decisions.

Privacy Policy: Information submitted in connection with this Sweepstakes is governed by Sponsor's Privacy Policy (available at <http://www.heavenhill.com/privacy-policy>).

4. **DRAWING AND ODDS OF WINNING:** Ten (10) weekly winners will be randomly selected in each of the eight (8) drawings (one per Weekly Entry Period) from all eligible entries received for the corresponding Weekly Entry Period (and all previous Weekly Entry Periods) on or about the Drawing Date (per chart below). All Weekly Entry Periods consist of seven (7) consecutive twenty-four hour days, except for Weekly Entry Period 1, which consists of eleven (11) consecutive twenty-four hour days. Odds of winning a weekly prize depend on the number of eligible entries received during the corresponding Weekly Entry Period and all previous Weekly Entry Periods. **Non-winning entries WILL be carried over into subsequent Weekly Entry Period drawings.**

The potential Grand Prize winner will be randomly selected on or about July 16, 2015 from all eligible entries received for the entire Sweepstakes Period. The odds of winning the Grand Prize depend on the number of eligible entries received throughout the Sweepstakes Period.

Weekly Entry Period	Weekly Entry Periods (from 12:00:00 p.m. (noon) ET to 11:59:59 a.m. ET)	Winners Drawn	Drawing Date (on or about)
1	5/15/15 – 5/26/15	10	5/28/15
2	5/26/15 – 6/2/15	10	6/4/15
3	6/2/15 – 6/9/15	10	6/11/15
4	6/9/15 – 6/16/15	10	6/18/15
5	6/16/15 – 6/23/15	10	6/25/15
6	6/23/15 – 6/30/15	10	7/2/15
7	6/30/15 – 7/7/15	10	7/9/15
8	7/7/15 – 7/15/15	10	7/16/15

Drawings will be conducted by the Sponsors, whose decisions shall be final and binding on all matters relating to the Sweepstakes.

5. **PRIZES AND APPROXIMATE RETAIL VALUES (“ARVs”):**

ONE (1) GRAND PRIZE: a trip for the winner (“Winner”) and three (3) 21+ guests (“Guests”) to Myrtle Beach, South Carolina from September 4, 2015 to September 6, 2015 to attend a Private Party at the Sugar Shack House of Blues on September 5, 2015. **ARV: \$6,500.00.**

Grand Prize trip includes: round-trip economy air transportation for Winner and three (3) 21+ verified travel Guests from a major commercial airport near Winner's and/or each Guest's residence within the 50 United States to Myrtle Beach International Airport, South Carolina; one (1) pick-up at Myrtle Beach International Airport for Winner and three Guests for transportation to the hotel; return transportation from the hotel to Myrtle Beach International airport; three (3) days/two (2) nights hotel accommodations (one quad occupancy suite with two (2) rooms) in a Myrtle Beach hotel of Sponsors' choice; four (4) Burnett's Vodka branded Summer Party Kits; and a \$500.00 Prepaid Visa® Gift Card for the Winner. The Private Party

is from 5:00 p.m. ET to 11:00 pm ET at the Sugar Shack House of Blues on September 5, 2015 and Grand Prize trip includes a limousine ride to and from the hotel to the event, and a special table reserved at the event.

EIGHTY (80) WEEKLY PRIZES: a Burnett's Vodka-branded #MoreFunSummer Party Kit, which will include a beach bag, a pair of sunglasses, an insulated beach cup and sand cup holder, and a silicone cell phone sound booster. **ARV: \$25.00 each.**

TOTAL ARV OF ALL WEEKLY PRIZES: \$2,000.00

TOTAL ARV OF ALL PRIZES IN THIS SWEEPSTAKES: \$8,500.00.

Visa® Prepaid cards are subject to the restrictions, terms, and conditions set by the issuer. Visa and the Visa logo is a registered trademark of Visa U.S.A. Inc. Visa U.S.A. Inc. is not a Sponsor of or affiliated with this Sweepstakes.

- 6. PRIZE RESTRICTIONS: Limit one (1) Weekly Prize and one (1) Grand Prize per person/household.** If you win a Weekly Prize, you are still eligible to win the Grand Prize. Prizes are non-transferable and no cash redemption or prize substitution permitted, except at the sole discretion of the Sponsors. If a prize, or any portion thereof, cannot be awarded for any reason, the Sponsors reserve the right in their sole discretion to substitute a prize in whole or in part with one of comparable or greater value. All costs and expenses associated with prize acceptance and use not specifically provided herein are the responsibility of the winner.

Actual value of Grand Prize may vary depending on Winner's point of travel origin, airfare, and hotel fluctuations. Any difference between the stated ARV and actual value will not be awarded. Airport, airline, ground transportation, and hotel accommodations will be determined by the Sponsors. Travel dates are based on the Private Party scheduled at the Sugar Shack House of Blues on September 5, 2015. **If Winner is unable to travel September 4, 2015 to September 6, 2015, Grand Prize may be forfeited and an alternate winner may be selected, in Sponsors' sole discretion.** Winner will be required to provide a credit card at time of hotel check-in to cover hotel incidentals. If in the judgment of the Sponsors, air travel is not required due to Winner's and/or Guests' proximity to destination, Winner and/or Guest(s) will receive ground transportation to Myrtle Beach, South Carolina in lieu of air transportation, and no compensation will be given for such substitution.

If Grand Prize Winner does not designate an eligible Guest by the designated date specified by Sponsors, the portion of the Grand Prize related to the Guest will be forfeited. Once a Guest is selected, he or she may not be substituted, except in Sponsors' sole and absolute discretion. Winner's Guests may originate air travel from a different location than the Winner's residence, however, the Winner and Winner's Guests must travel on same dates scheduled, comply with all security requirements for travel and are solely responsible for obtaining all necessary travel documents prior to departure date for travel (e.g., a valid U.S. driver's license). Winner and Guests are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that the Sponsors have not and will not obtain or provide travel insurance or any other form of insurance. Winner's Guests must be 21 years of age or older. Winner and Guests must sign and return a release of liability/publicity before travel is booked.

Travel arrangements are subject to availability and must be round trip. Flight itinerary may include one or more stops and/or layovers. All airfare, luggage fees, hotel, meals, ground transportation, gratuities, excursions fees, alcoholic beverages, and any other incidental

costs or other expenses associated with the Grand Prize and not specifically set forth herein are the sole responsibility of Winner. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Airline tickets are subject to flight variations, work stoppages, and schedule or route changes. Sponsors shall not be responsible for any cancellations, delays, diversions or substitution or any act or omission whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Grand Prize-related services or accommodations. No refund or compensation will be made in the event of the cancellation or delay of any flight. Sponsors shall not be liable for any loss or damage to baggage. Additional Grand Prize details and travel information to be provided to the Winner at the time of notification. Lost, stolen, or damaged airline tickets will not be replaced or exchanged.

Sponsors and/or their prize providers have the right, at their sole discretion, to disqualify and remove the Grand Prize Winner and/or his or her Guest(s) from any activity at any time without compensation if the Grand Prize Winner's behavior and/or his or her Guest's behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsors, or their prize providers, and in such a case, Grand Prize Winner will still be solely responsible for all taxes and other expenses relating to the prize. Sponsors shall not be responsible for any damage to property (including hotel or travel accommodations arranged by the Sponsors) caused by the Grand Prize Winner's or Winner's Guests' behavior. Winner and/or Guest's participation in any or all activities on the prize trip is voluntary.

- 7. WINNER NOTIFICATION AND PRIZE CLAIM:** Winners are subject to verification, including verification of age.

The potential Grand Prize Winner will be contacted on or about July 17, 2015 via the telephone number and/or via the email address submitted by entrant on his/her entry form, and will be required to respond within three (3) business days to confirm their acceptance of the prize. Upon Sponsors' receipt of the potential Grand Prize Winner's return phone call or email, they will be sent via traceable mail/email an Affidavit of Eligibility/Liability Release, and where lawful, a Publicity Release, and an IRS W-9 tax form, and will be required to complete, sign, notarize, and return required documents via traceable mail/email within five (5) business days.

The potential Weekly Prize winners will be contacted after each drawing via the email address submitted on his/her entry form and will be required to respond within five (5) business days to confirm the acceptance of their prize. Sponsors are not responsible for any change of mailing address, email address, and/or telephone number of entrants. If a prize notification or prize is unclaimed, or returned as undeliverable, if any prize correspondence is not returned within the required time period, or, if a potential winner is found not to be eligible or in non-compliance with these Official Rules, the prize will be forfeited. Unclaimed Weekly Prizes will not be awarded.

Taxes: Winners are solely responsible for any taxes on the prize, and the Grand Prize Winner will be issued an IRS Form 1099 reporting the value of the Grand Prize. The potential Grand Prize Winner will be required to complete a W9 Tax Form and will be required to furnish his/her social security number for the sole purpose of preparation of any tax forms as required by law.

Prize Delivery: Weekly Sweepstakes Prizes will be mailed to the address provided within 4-6 weeks after your mailing address has been supplied.

- 8. GENERAL CONDITIONS: INTERNET CAUTION:** ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM 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, Sponsors reserve the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify, or terminate the Sweepstakes. In the event of cancellation, Sponsors will award the prizes in a drawing from among all eligible, non-suspect entries received prior to cancellation. In the event that an entry is confirmed to have been erroneously deleted, lost or destroyed, entrant's sole remedy shall be another entry into the Sweepstakes.
- 9. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by Sponsors or Sweepstakes Parties (collectively, "Releasees") resulting from user'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 Sponsors or Sweepstakes Parties 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. Sponsors 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. Releasees are not responsible for any personal injury or property damage or any other losses of any kind that may be sustained to user's or any other person's computer equipment resulting from participation in the Sweepstakes, use of the Web Site or the download of any information from the Web Site, or any other loss related to user's participation in the Sweepstakes or receipt of any prize. Without limiting any other provision in these Official Rules, the Releasees are not responsible or liable to any entrant or Winner (or any person claiming through such entrant or Winner) for failure to supply the prize or any part thereof in the event that any of the Sweepstakes activities or Releasees' operations or activities are affected by any cause or event beyond the sole and reasonable control of the applicable Releasee (as determined by Sponsors in their sole discretion), including, without limitation, by reason of any acts of God, equipment failure, threatened or actual terrorist acts, air raid, act of public enemy, war (declared or undeclared), civil disturbance, insurrection, riot, epidemic, fire, explosion, earthquake, flood, hurricane, unusually severe weather, blackout, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, any law, rule, regulation, action, order, or request adopted, taken, or made by any governmental or quasi-governmental entity (whether or not such governmental act proves to be invalid), or any other cause, whether or not specifically mentioned above. As a condition of entering, entrants agree to release Sponsors and Sweepstakes Parties 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 any prize, including any traveling related thereto.

- 10. BINDING ARBITRATION:** Any controversy or claim arising out of or relating to the Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS ("JAMS Rules and Procedures") then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Kentucky law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsors will pay as much of the claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsors shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN THIS SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE

LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

- 11. PUBLICITY:** Except in Tennessee, and where prohibited by law, by accepting a prize, winners grant permission for Sponsors and those acting under its authority to use their name, and address (city and state), photograph, voice and/or likeness, for advertising and/or publicity purposes, in any and all media (including posting on Web Site) now known or hereinafter invented without territorial or time limitations and without further notice to and without additional compensation. If you are selected as a winner, your information may also be included in a publicly-available winner's list.
- 12. GOVERNING LAW & JURISDICTION:** All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of the Sponsors in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Kentucky, without giving effect to any choice of law or conflict of law rules thereof. By entering, you consent 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 which are not subject to arbitration as set forth in Section 10 of these Official Rules, and agree that any and all such disputes shall be resolved exclusively in those courts. Sponsors' 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.
- 13. WINNERS LIST:** For a list of winners, send an email request to www.moreflavordayweekend.com no later than August 31, 2015.
- 14. SPONSOR:** Heaven Hill Brands, 1064 Loretto Rd., Bardstown, KY 40004.