

The Outwork St. Patrick's Day Giveaway

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The Outwork St. Patrick's Day Giveaway (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) and Canada (excluding Quebec) who are at least twenty-one (21) years old at the time of entry. Employees of Carhartt, Inc., Diageo Beer Company USA, Diageo Canada, Inc., HelloWorld, Inc., and their parent and affiliate companies, suppliers, alcohol beverage suppliers, importers, wholesalers, distributors, retailers, alcohol beverage authorities or licensees as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, provincial, territorial, municipal, and local laws and regulations and is void in Quebec and where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning prize(s) is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a random drawing sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Carhartt, Inc., 5750 Mercury Dr., Dearborn, MI 48126 U.S.A. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

3. Timing: The Promotion begins on January 14, 2020 at 12:00 a.m. United States Eastern Time ("ET") and ends on March 1, 2020 at 11:59 p.m. ET (the "Promotion Period"). For purposes of this Promotion, a "day" begins at 12:00 a.m. ET and ends at 11:59 p.m. ET. Administrator's computer is the official time keeping device for this Promotion.

4. How to Enter Sweepstakes and Instant Win Game: During the Promotion Period, visit www.carharttsweeps.com and follow the links and instructions to complete and submit the registration form including a valid email address. You will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for prize claim. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game. If you play the Instant Win Game but are not a potential winner of an Instant Win Game prize, you will receive one (1) additional Sweepstakes entry.

Limit: Each entrant may enter/play one (1) time per day during the Promotion Period, subject to the Bonus Sweepstakes Entry opportunities set forth below. If entrant is not a potential winner of the Instant Win Game that day, such entrant will receive one (1) additional Sweepstakes entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified with all of his/her entries and plays deemed void. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor and Diageo Beer Company USA/Diageo Canada, Inc., are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations/entries, which will be disqualified and deemed void. In the event of a dispute as to any registration/entry or play, the authorized account holder of the email address used to register/enter will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Bonus Sweepstakes Entries for U.S. and Canadian entrants:

To enter to receive Bonus entries for the Sweepstakes (i.e., Grand Prize, First Prize and Second Prize) for U.S. and Canadian Entrants:

- a. **Use Groundbreakers Loyalty Program Points:** During the Promotion Period, login to your Groundbreakers Loyalty Program account. Follow the links and instructions to proceed to the Loyalty Rewards page. Locate the "Sweepstakes" Reward icon and follow the directions to redeem the necessary amount of Points* (up to one hundred (100) Points) for one (1) entry into the Sweepstakes. For consumers who are not registered as a Groundbreakers Loyalty Program member and are 21 years of age or older, visit Carhartt.com/loyalty click 'Enroll Today' to create an account and opt into the program. Once an account has been created, proceed to the loyalty rewards page to find the "Sweepstakes" icon and follow the directions to redeem the necessary points, up to one hundred (100) Points* for one (1) entry into the Sweepstakes.

***Mail-in Method of Entry:** To enter without registering for the Groundbreakers Loyalty Program or redeeming Groundbreakers Loyalty Program points, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "The Outwork St. Patrick's Day Giveaway", c/o HelloWorld, Inc., P.O. Box 5025, Department 843482, Kalamazoo, MI 49003-5025, U.S.A. You will receive one (1) entry into the Sweepstakes for each 3" x 5" paper received. Limit: One (1) 3" x 5" paper per outer mailing envelope. All mail-in entries must be handwritten and must be postmarked by March 2, 2020 and received by March 9, 2020. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor and Diageo Beer Company USA/Diageo Canada, Inc. are not responsible for lost, late, incomplete, invalid, damaged, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive up to one hundred (100) entries during the Promotion Period for either redeeming Points or sending in a mail-in or a combination, as described above.

b. Bonus Sweepstakes Entries Using Email, Twitter, and Facebook for U.S. Entrants:

1. **Tell A Friend:** After you register for the Promotion or return to the Promotion by logging-in, you will be invited to submit the names and email addresses of up to three (3) **friends who must be a resident of the U.S and eligible to enter the Promotion. DO NOT SHARE THE PROMOTION WITH PERSONS WHO ARE UNDER 21 YEARS OF AGE.** Each person that you refer will receive an email from Sponsor notifying him or her about the Promotion. You may only refer persons with whom you have an existing relationship and whom you believe are interested in the Promotion and Carhartt, Inc. You are advised to obtain the consent of a friend before providing his/her email address. For each referral of a friend with a valid email address (i.e., which is not returned as undeliverable and "bounces back"), you will be given one (1) additional entry into the Sweepstakes.

2. **Twitter:** After you register for the Promotion, return to the Promotion by logging-in, follow the links and instructions to share this Promotion on Twitter by clicking on the link to tweet the prepopulated message and you will earn one (1) additional entry into the Sweepstakes. **THE LINK MUST BE SHARED IN ITS ORIGINAL FORM, WITHOUT ADDITIONAL CONTENT. ANY MODIFICATION TO THE PREPOPULATED MESSAGE OR INCLUSION OF ADDITIONAL CONTENT WILL RESULT IN NO ADDITIONAL ENTRY BEING RECEIVED AND PERHAPS DISQUALIFICATION FROM THE PROMOTION ALTOGETHER.**

3. **Facebook:** After you register for the Promotion or return to the Promotion by logging -

in, follow the links and instructions to share the Promotion on your Facebook wall. The wall post will contain a unique link to the Promotion. You may only post about the Promotion one (1) time per day during the Promotion Period. You will receive one (1) additional entry into the Sweepstakes for each friend that registers for/enters the Promotion through the unique link you posted. THE LINK MUST BE SHARED IN ITS ORIGINAL FORM, WITHOUT ADDITIONAL CONTENT. ANY MODIFICATION TO THE LINK OR INCLUSION OF ADDITIONAL CONTENT WILL RESULT IN NO ADDITIONAL ENTRY BEING RECEIVED AND PERHAPS DISQUALIFICATION FROM THE PROMOTION ALTOGETHER.

Limit: Each U.S. entrant may receive up to three (3) additional Sweepstakes entries during the Promotion Period for either sharing via email, Twitter, or Facebook or any combination thereof, as described above.

c. Bonus Sweepstakes Entries Using Twitter and Facebook for Canadian Entrants:

1. Twitter: After you register for the Promotion or log-in, follow the links and instructions to share this Promotion on Twitter by clicking on the link to tweet the prepopulated message and you will earn one (1) additional entry into the Sweepstakes. THE LINK MUST BE SHARED IN ITS ORIGINAL FORM, WITHOUT ADDITIONAL CONTENT. ANY MODIFICATION TO THE PREPOPULATED MESSAGE OR INCLUSION OF ADDITIONAL CONTENT WILL RESULT IN NO ADDITIONAL ENTRY BEING RECEIVED AND PERHAPS DISQUALIFICATION FROM THE PROMOTION ALTOGETHER.

2. Facebook: After you register for the Promotion or log-in, follow the links and instructions to share the Promotion on your Facebook wall. The wall post will contain a unique link to the Promotion. You may only post about the Promotion one (1) time per day during the Promotion Period. You will receive one (1) additional entry into the Sweepstakes for each friend that registers for the Promotion through the unique link you posted. THE LINK MUST BE SHARED IN ITS ORIGINAL FORM, WITHOUT ADDITIONAL CONTENT. ANY MODIFICATION TO THE PREPOPULATED MESSAGE OR INCLUSION OF ADDITIONAL CONTENT WILL RESULT IN NO ADDITIONAL ENTRY BEING RECEIVED AND PERHAPS DISQUALIFICATION FROM THE PROMOTION ALTOGETHER.

Limit: Each Canadian entrant may receive up to three (3) additional Sweepstakes entries during the Promotion Period for either sharing via Twitter and/or Facebook or a combination, as described above.

6. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. **Sweepstakes:** Administrator will randomly select the potential Sweepstakes winners, from all eligible entries on or around March 12, 2020. **Instant Win Game:** One hundred forty-four (144) random, computer-generated winning times, one for each Instant Win Game prize listed below, will be generated. There will be one (1) random, computer-generated winning time for one unit of each Instant Win Game Prize per day. If you are the first player to play the Instant Win Game at or after one of the randomly generated times, you will be a potential instant winner of the Instant Win Game prize indicated. The Sweepstakes and Instant Win Game will be conducted from Administrator's offices in Southfield, MI, U.S.A.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT

VERIFICATION IS COMPLETE. SPONSOR/ADMINISTRATOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. Each potential Sweepstakes winner will be notified by mail, email or phone. Each potential winner of a prize valued at or over \$600 will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner (i.e., a selected entrant) is a Canadian resident, he/she will be required to correctly answer a time-limited mathematical skill-testing question in order to be eligible to receive a prize. If a potential winner is a Canadian resident, he/she will be required to complete IRS Form W-8BEN. If a potential winner of any prize cannot be contacted or fails to sign and return the Declaration or provide any other requested information within the required time period (five (5) days) (if applicable), fails to correctly answer the skill-testing question (if applicable), or the prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a Grand, First, Second, Third, or Fourth prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Fifth Prizes will not be awarded. Non-trip prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

9. Prizes:

Sweepstakes Prizes: ONE (1) GRAND PRIZE: A trip for two (2) to Dublin, Ireland. Trip package includes round trip, coach-class air transportation for two (2) from international airport near winner's home (determined by Sponsor in its sole discretion) to Dublin, Ireland; six (6) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); some ground transfers in Dublin (as determined by Sponsor); Dublin 3-Day Pass; \$1,500 spending money; Guinness St. James's Gate Brewery Experience tour; Carhartt Gear which includes Guinness and Carhartt co-branded apparel (sweatshirt, t-shirt, long-sleeve t-shirt, hat, beanie, and apron). Gear is subject to availability as to style, size and color. Relative to international travel, it is incumbent upon winner and guest to establish to the satisfaction of Irish customs/border officials of their intention to visit Ireland only for the duration of the trip; should winner and/or guest be denied entry into Ireland because of questions as to travel intent or any other reason, Sponsor, Administrator, Diageo Beer Company USA/Diageo Canada, Inc. shall not have liability of any kind. Winner must complete the trip by December 31, 2020 or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. Alcohol beverages are NOT part of the prize. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel companion must be twenty-one (21) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Winner and travel companion are solely responsible for obtaining valid passports and any other documents necessary for international travel. Winner and travel companion must conduct themselves at all times in an appropriate, well-behaved and respectable manner during the trip. Failure to do so will result in immediate termination of trip for winner and/or travel companion, without further liability to Sponsor, Administrator or Diageo Beer Company USA/Diageo Canada, Inc. Travel restrictions, conditions

and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$9,170USD. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. The Grand Prize winner will also be provided with a single cash payment in the form of a corporate check, which is intended to assist the winner with any U.S. federal, state, or other tax obligations related to the Grand Prize (the "Tax Gross-Up Payment"). The Tax Gross-Up Payment will be \$3,930 USD. The Grand Prize winner's actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. Sponsor and Diageo Beer Company USA/Diageo Canada, Inc. make no representation or warranty that the Tax Gross-Up Payment will completely defray the tax obligation incurred due to prize award. The Grand Prize winner is solely responsible for all applicable U.S. federal, state, or other tax obligations related to the Grand Prize. Sponsor and Diageo Beer Company USA/Diageo Canada, Inc will not provide any further assistance toward the winner's tax obligations. Total ARV of Grand Prize: \$13,100 USD.

ONE (1) FIRST PRIZE: A trip for two (2) to Detroit, MI. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Detroit, MI; five (5) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); some ground transfers in Detroit (as determined by Sponsor); \$750 spending money; Carhartt Detroit Experience tour; Carhartt Gear which includes Guinness and Carhartt co-branded apparel (sweatshirt, t-shirt, long-sleeve t-shirt, hat, beanie, and apron). Gear is subject to availability as to style, size and color. Relative to international travel, if applicable, it is incumbent upon winner and guest to establish to the satisfaction of the United States customs/border officials of their intention to visit the United States only for the duration of the trip; should winner and/or guest be denied entry into the United States because of questions as to travel intent or any other reason, Sponsor, Administrator, Diageo Beer Company USA/Diageo Canada, Inc. shall not have liability of any kind. Winner must complete the trip by December 31, 2020 or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. Alcohol beverages are NOT part of the prize. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel companion must be twenty-one (21) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Winner and travel companion are solely responsible for obtaining valid passports and any other documents necessary for international travel (if applicable). Winner and travel companion must conduct themselves at all times in an appropriate, well-behaved and respectable manner during the trip. Failure to do so will result in immediate termination of trip for winner and/or travel companion, without further liability to Sponsor, Administrator or Diageo Beer Company USA/Diageo Canada Inc. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. ARV: \$5,200 USD. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. The First Prize winner will also be provided with a Tax Gross-Up Payment

in the amount of \$2,230 USD. The First Prize winner's actual tax liabilities related to the First Prize could exceed the Tax Gross-Up Payment; Sponsor and Diageo Beer Company USA/Diageo Canada, Inc. make no representation or warranty that the Tax Gross-Up Payment will completely defray the tax obligation incurred due to prize award. The First Prize winner is solely responsible for all applicable U.S. federal, state, or other tax obligations related to the First Prize. Sponsor and Diageo Beer Company USA/Diageo Canada, Inc will not provide any further assistance toward the winner's tax obligations. Total ARV of First Prize: \$7,430 USD.

FOR GRAND PRIZE AND FIRST PRIZE, SPONSOR RESERVES THE RIGHT TO CONDITION PRIZE AWARD UPON WINNER AND HIS/HER TRAVEL COMPANION PASSING A BACKGROUND CHECK. SHOULD SPONSOR CHOOSE TO DO SO, WINNER AND TRAVEL COMPANION EACH AGREE TO COOPERATE FULLY WITH SPONSOR AND ADMINISTRATOR AS TO PERFORMANCE OF THE BACKGROUND CHECK, BY RESPONDING IN A TRUTHFUL, FORTHRIGHT MANNER TO ALL INQUIRIES AND BY PROVIDING ANY CONSENTS AND MATERIALS UPON REQUEST AND WITHOUT COMPENSATION; IT BEING UNDERSTOOD THAT FAILURE TO TIMELY SUPPLY SUCH REQUESTED CONSENTS AND/OR MATERIALS MAY RESULT IN DISQUALIFICATION (FOR WINNER) OR FORFEITURE OF OPPORTUNITY TO ACCOMPANY WINNER ON TRIP (FOR TRAVEL COMPANION), IN EITHER CASE WITHOUT COMPENSATION OF ANY KIND. WINNER AND TRAVEL COMPANION EACH FURTHER UNDERSTAND AND AGREE THAT, SHOULD SPONSOR CONCLUDE AFTER REVIEWING THE BACKGROUND CHECK THAT IT IS NOT IN SPONSOR'S INTEREST TO AWARD THE WINNER THE PRIZE AND/OR TO ALLOW THE TRAVEL COMPANION TO ACCOMPANY THE WINNER ON THE TRIP (AS THE CASE MAY BE), SPONSOR, ADMINISTRATOR AND DIAGEO BEER COMPANY USA/DIAGEO CANADA, INC. WILL NOT HAVE ANY LIABILITY UNDER ANY LEGAL THEORY TO WINNER AND/OR TRAVEL COMPANION. WINNER AND TRAVEL COMPANION FURTHER ACKNOWLEDGE AND AGREE THAT ANY DETERMINATION MADE BY SPONSOR BASED ON A BACKGROUND CHECK IS FINAL AND BINDING AND NOT SUBJECT TO APPEAL.

ONE (1) SECOND PRIZE: Carhartt Gear which includes Guinness and Carhartt co-branded apparel (sweatshirt, t-shirt, long-sleeve t-shirt, hat, beanie, and apron). Gear is subject to availability as to style, size and color. ARV: \$250.00 USD.

Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) Sweepstakes prize per person.

Instant Win Game Prizes: FORTY-EIGHT (48) THIRD PRIZES: A \$100 USD Carhartt ecard. ARV: \$100 USD. FORTY-EIGHT (48) FOURTH PRIZES: A \$50 USD Carhartt ecard. ARV: \$50 USD. FORTY-EIGHT (48) FIFTH PRIZES: A \$25 USD Carhartt ecard. ARV: \$25 USD. Carhartt ecards are redeemable at www.Carhartt.com and at Carhartt Company store locations in the United States (list of store locations may be found at www.Carhartt.com). Odds of winning an Instant Win Game prize depend on the number of prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: Terms and conditions of Carhartt ecards apply as per www.Carhartt.com. No cash equivalent and all prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize in whole or in part for one of equal or greater value if the designated prize/prize component should become unavailable for any reason. Winners are solely responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$29,180 USD.

If the Sweepstakes Grand Prize or First Prize winner is a resident of the United States, he/she will receive an IRS form 1099 and will be responsible for all taxes associated with acceptance of prize(s).

If the Sweepstakes Grand Prize or First Prize winner is not a resident of the United States, Sponsor will deduct 30% of the value of the prize and remit it to the IRS (the United States tax agency) as required by law. Winner will receive a U.S tax form 1042 from the Sponsor/Administrator reflecting the total value of the prize, including the deducted amount and the withholding amount submitted to the IRS will be noted separately.

If a Sweepstakes Second Prize or Instant Win Game winner is not a resident of the United States (i.e., a Canadian resident), Sponsor will gross up the prize value in an amount to satisfy the 30% withholding requirement. The withholding amount will be submitted to the US taxing authority Internal Revenue Service ("IRS," the United States tax agency) as required by law and winner will receive a U.S tax form 1042 from the Sponsor reflecting the total value of the prize(s), including the gross up amount and the withholding amount submitted to the IRS will be noted separately.

10. Release: By participating in the Promotion, entrant agrees to release and hold harmless Sponsor, Administrator, Diageo Beer Company USA, Diageo Canada, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents, as well as Facebook, Inc./Instagram and Twitter, Inc. (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram or Twitter. To the fullest extent permitted by law, Diageo Beer Company USA/Diageo Canada, Inc. have not sponsored this Promotion and disclaim any and all liability in conjunction therewith.

11. Publicity: Except where prohibited, participation in the Promotion and acceptance of prize(s) constitutes winner's consent to Sponsor's, Diageo Beer Company USA/Diageo Canada, Inc., and their agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state/province/territory, as well as other indicia of persona for promotional/trade/advertising purposes in any media, worldwide, without further payment or consideration or notice of any kind.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, or human error impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process, game play process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor and Diageo Beer Company USA/Diageo Canada, Inc. each reserve the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's/Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process, game play process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries or game plays; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or

corrupted, entrant's sole remedy is another entry in the Sweepstakes or Instant Win Game play, if possible. (And, if not possible, Sponsor, Administrator and Diageo Beer Company USA/Diageo Canada, Inc. will not have any liability for same under any legal theory.) No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

14. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan, United States; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, United States without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan, United States or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan, United States.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (<https://www.carhartt.com/content/carhartt-privacy-policy>) and Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>).

16. Winner List: For a winner list, visit <https://bit.ly/2M0FCxM>. The winner list will be posted after winner confirmation is complete.

17. Promotion Emails: By participating in the Promotion, you agree to receive emails related to the administration of the Promotion including, but not limited to, a registration confirmation email. You will not receive any marketing, promotional or advertising emails from Sponsor or Administrator without your express prior consent.

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