

THE FOLLOWING SWEEPSTAKES IS VOID OUTSIDE CONNECTICUT, MASSACHUSETTS AND NEW JERSEY AND WHEREVER PROHIBITED. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT 21 OR OLDER AND A LEGAL RESIDENT OF AND CURRENTLY RESIDING IN CONNECTICUT, MASSACHUSETTS OR NEW JERSEY. SEE FURTHER ELIGIBILITY RESTRICTIONS BELOW. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE FEDERAL AND STATE LAW.

JIM BEAM BLACK® GOLF SWEEPSTAKES

OFFICIAL RULES

1. NO PURCHASE NECESSARY. Making a purchase will not improve your chances of winning. Jim Beam Black Golf Sweepstakes (“Sweepstakes”) sponsored by Jim Beam Brands Co. (“Sponsor”) begins on July 15, 2021 and ends on September 1, 2021 (“Sweepstakes Period”). You may enter the Sweepstakes via mail or SMS Text entry, as described in Rule 3 noted below.

2. Eligibility: This Sweepstakes is open to legal residents of Connecticut, Massachusetts and New Jersey who are 21 years of age or older at the time of entry. Employees, directors, officers and agents of Sponsor, their parent, affiliate, and subsidiary companies, their advertising and promotion agencies, any alcoholic beverage industry wholesalers, distributors, or licensed retailers, and members of their immediate families (defined for these purposes as spouse, biological, adoptive and step-parents, children, siblings, grandparents, grandchildren and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate. This Sweepstakes is void outside Connecticut, Massachusetts and New Jersey and where prohibited by law.

3. How to Enter:

The Sweepstakes Period is broken down into seven (7) “Weekly Entry Periods” as follows:

WEEKLY ENTRY PERIOD	START DATE	END DATE
1	July 15, 2021 12:00:00 a.m. ET	July 21, 2021 11:59:59 p.m. ET
2	July 22, 2021 12:00:00 a.m. ET	July 28, 2021 11:59:59 p.m. ET
3	July 29, 2021 12:00:00 a.m. ET	August 4, 2021 11:59:59 p.m. ET
4	August 5, 2021 12:00:00 a.m. ET	August 11, 2021 11:59:59 p.m. ET
5	August 12, 2021 12:00:00 a.m. ET	August 18, 2021 11:59:59 p.m. ET
6	August 19, 2021 12:00:00 a.m. ET	August 25, 2021 11:59:59 p.m. ET
7	August 26, 2021 12:00:00 a.m. ET	September 1, 2021 11:59:59 p.m. ET

To Enter by Mail: During the Sweepstakes Period, legibly handprint your full name, address, city, state, zip code, and telephone number (including area code), date of birth, and e-mail address (if you have one), on a 3½” x 5” card and mail, with sufficient postage, to: Jim Beam Black Golf Sweepstakes, PO Box 251328, West Bloomfield, MI 48325. Mail-in entries must be post marked by September 6, 2021. No mechanically reproduced, facsimile or computer-generated entries allowed.

To Enter by SMS Text: Beginning 12:00:00 a.m. Eastern Time (“ET”) on July 15, 2021, use your cell phone to send “JIM BEAM” to the SMS short code 25552 (“Short Code”) (your “Text Entry” and, the Mail-In Entries and Text Entries each an “Entry” and, collectively, the “Entries”). Upon Sponsor’s receipt of the SMS text entry, Sponsor will send a SMS text message to the cell phone number used to submit the entry to verify Entrant’s date of birth. Entrant must respond by sending Sponsor a SMS text message with Entrant’s date of birth. Upon receipt by Sponsor of Entrant’s date of birth confirming that Entrant is twenty-one (21) years of age or older and agrees to these Official Rules, Sponsor will send a SMS text message to the cell phone number used to submit the entry to verify Entrant’s five (5) digit zip code of residence. Entrant must respond by sending Sponsor a SMS text message with Entrant’s five (5) digit zip code. Upon receipt by Sponsor of Entrant’s valid five (5) digit zip code of residence, a confirmation SMS text message will be sent to the cell phone number used to submit the Entry. At this point, your Text Entry will be deemed “completed”. By entering the Sweepstakes, an Entrant consents to receive a

minimum of four (4) automated text messages during the process of entering the Sweepstakes. However, receipt of a confirmation SMS text message does not mean that Entrant has been determined to meet the eligibility requirements of this Sweepstakes. Supported mobile service providers include: AT&T, Verizon Wireless, Sprint, T-Mobile, Alltel, Boost Mobile and Virgin Mobile. To opt-out/stop receiving text messages, text "STOP JIM BEAM" to 25552. You may receive an automated text message confirming your opt-out. Sending "STOP JIM BEAM" after Entry will not preclude Sponsor from sending a notification to a potential winner by text message. For help, text "HELP JIM BEAM" to 25552. Entrant may be charged for SMS text messages that are sent from or received by Entrant's cell phone or wireless device according to the terms of Entrant's rate plan. Text messaging service may not be available in all areas. All SMS text message Entrants must have a text messaging two-way capable phone or wireless device and digital and SMS service in order to enter the Sweepstakes via this entry method. All SMS text entries must be completed, as defined herein, 11:59:59 p.m. ET on September 6, 2021. Each Text Entry must be manually key-stroked/entered by the Entrant. Text Entries will be deemed made by the primary account holder of the account associated with the phone used to enter, based on the applicable phone company's records. Network service for transmission of text messages may be interrupted or unavailable due to atmospheric or topographical conditions, governmental regulations or orders, system capacity limitations or other reasons beyond Sponsor's control. Sponsor is not responsible for message delivery or timeliness of messages, or for availability of messaging services at any time.

IMPORTANT: Message and data rates may apply for each text message sent or received. By entering the Sweepstakes via text message, each Entrant consents to the receipt of up to four (4) automated text messages from Sponsor or Sponsor's agent (in addition to those automated text messages received during the Entry process). Not all mobile telephone providers carry the service necessary to participate in this Sweepstakes. Entrants should consult their wireless provider's pricing plans.

4. Entry Errors/Tampering: Sponsor reserves the right to void all entries made through any third-party web site or service, or through any robotic, automatic, mechanical, programmed or similar entry duplication method, and to disqualify any individual using such a web site/ service or entry method, as applicable. Sponsor is not responsible for: any entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by Sponsor or its agents for any reason; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries; (iii) destruction of or unauthorized access to, or alteration of, entries; (iv) causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (v) any entries submitted in a manner that is not expressly allowed under these Official Rules; (vi) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (vii) any typographical or other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prizes or prize winners; (viii) cheating or fraud by any participant.

All incomplete or non-conforming entries will be disqualified. All entries become Sponsor's property and will not be returned.

If for any reason the Sweepstakes cannot be executed as planned, including but not limited to any printing, administrative, or other error of any kind, transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right, in its sole discretion, to cancel, modify or terminate the Sweepstakes and, if terminated before the original end date, to select the winners from among all eligible non-suspect entries received as of the date/time of termination. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY CORRUPT THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

5. Further Entry Conditions: Limit one (1) entry per person/household, per day. If more than one (1) entry is received per person or household per day during the Sweepstakes Period, by any means including, but not limited to, establishing multiple e-mail accounts or cell phone numbers, all such entries, and the person/household that submitted them, will be disqualified. Proof of submission of an entry does not constitute proof of receipt of entry by Sponsor. By entering, entrants acknowledge their compliance with and agreement to be bound by these Official Rules and the Sponsor's decisions. All entries become the property of Sponsor and will not be returned.

6. Drawing/Odds of Winning:

Regional Drawing:

Eligible entries will be divided into one (1) of three (3) separate groups: 1) entries from residents of CONNECTICUT; 2) entries from residents of MASSACHUSETTS; and 3) entries from residents of NEW JERSEY (each a "Group", and collectively "Groups"). Each eligible entry shall be assigned to only one (1) Group, and each entry shall be eligible to be selected as a winner only for the Group into which the entry is assigned, based on the state of residence selected by the entrant. Winner of the Regional Drawing will be determined in a random drawing from among all eligible entries received during the Sweepstakes Period, per Group. The Regional Drawing will be conducted on or about the day following the end of the Sweepstakes Period. Odds of winning will be determined by the total number of eligible entries received in each Group during the Sweepstakes Period.

Weekly Drawing:

Winners of the seven (7) Weekly Entry Period Drawings will be determined in a random drawing from among all eligible entries received during each Weekly Entry Period. Each Weekly Drawing will be conducted on or about the day following the end of each Weekly Entry Period. Odds of winning will be determined by the total number of eligible entries received during each Weekly Entry Period.

Grand Prize Drawing:

The Grand Prize Winner will be determined in a random drawing from among all eligible entries received during the Sweepstakes Period. The Grand Prize Drawing will be conducted on or about the day following the end of the Sweepstakes Period. Odds of winning will be determined by the total number of eligible entries received during the Sweepstakes Period.

All drawings will be conducted by Sponsor or Sponsor's agent whose decisions will be final in all matters relating to this Sweepstakes. Potential winners will be notified by phone, mail or e-mail on or about the day following the end of the respective Weekly Entry Period or Sweepstakes Period. **EACH ENTRANT IS ELIGIBLE TO WIN ONLY ONE (1) PRIZE DURING THE SWEEPSTAKES PERIOD.** Prize winners, following verification of the winners, and may be announced by news release. Winning is contingent upon fulfilling all requirements of these Official Rules.

7. Prizes:

Regional Prize: One (1) Regional Winner will be selected from each Group resulting in three (3) Regional Prizes awarded during the Sweepstakes Period. Each Regional Prize Winner will receive a one thousand-dollar (\$1,000.00) voucher to a golf course and four (4) TaylorMade® SiM2 Drivers. Total Approximate Retail Value ("A.R.V") of each Regional Prize: Two Thousand Seven Hundred Ninety-Six Dollars (\$2,796.00).

Weekly Prizes: There will be a total of seven (7) Weekly Entry Period drawings. For each Weekly Entry Period drawing, one (1) winner will be selected resulting in one (1) prize awarded during each Weekly Entry Period, for a total of seven (7) prizes awarded during the Sweepstakes Period. Each Weekly Prize Winner will receive one (1) TaylorMade® SiM2 Driver. Total Approximate Retail Value ("A.R.V") of each Weekly Prize: Four Hundred Eighty-Nine Dollars (\$489.00).

Grand Prize: One Grand Prize Winner will be awarded a three (3) day/ two (2) night golf trip for winner and one (1) guest, each of who must be 21 years of age or older, to Sheboygan, Wisconsin (the "Trip"). Trip includes (i) a round-trip, coach class air transportation for winner and guest from the major commercial airport nearest winner's residence (as determined by Sponsor) to Milwaukee, Wisconsin, (ii) one (1) double-occupancy hotel room for two (2) nights at hotel in Sheboygan, Wisconsin (selected by Sponsor in its sole discretion, and subject to availability) including ground transportation between airport and hotel upon arrival and departure and from hotel and to the events listed in this prize package, (iii) two (2) Ryder Cup® Daily Pass Tickets which will take place September 23-24, 2021 at Whistling Straits® Golf Course, Sheboygan, Wisconsin with daily course transportation provided; and (iv) five hundred dollars (\$500.00) spending money for Winner issued via Chase Quick Pay. Total Approximate Retail Value ("A.R.V") of the Grand Prize: Four Thousand Eight Hundred Ninety-Eight Dollars (\$6,190.00).

Winner and guest must travel together and must depart and return to the same airport; the Trip must be taken on the specified dates, and specific travel dates and arrangements are subject to availability and some restrictions.

THE GRAND PRIZE MUST BE FULFILLED SEPTEMBER 22, 2021 THROUGH SEPTEMBER 24, 2022. IF WINNER IS UNABLE TO ACCEPT THE PRIZE WITHIN THE TIMELINE SPECIFIED, THE WINNER SHALL FORFEIT THE PRIZE IN ITS ENTIRETY AND AN ALTERNATE WINNER WILL BE SELECTED, TIME PERMITTING, BASED ON THE CRITERIA DESCRIBED ABOVE IN RULE 3.

The total Approximate Retail Value ("ARV") of all available prizes in this Sweepstakes is Twelve Thousand Ninety-Five Dollars (\$12,409.00). Actual value may vary based on final trip details. Meals, gratuities, and all other expenses not specified herein are the winner's responsibility. The resort stay must be taken on the dates specified above; however, specific travel dates and arrangements are subject to availability and some restrictions. Prize winner is responsible for securing all necessary travel prerequisites, including identification. Prize winner and guests may be required to provide a credit card at the time of hotel check-in to cover, among other things, incidentals and other expenses incurred that are not included as part of the prize. If winner is unable to complete the hotel stay on the dates specified, the winner shall forfeit the prize in its entirety and an alternate winner will be selected, time permitting, in accordance with Rule 6 above. By entering this Sweepstakes and accepting the prize, the prize winner agrees to maintain his/her behavior in accordance with all applicable laws and generally accepted social practices in connection with participation in any promotion activity, including use of the prize. Prize winner understands and agrees that Sponsor has the right, in its sole discretion, to disqualify and remove the prize winner and/or his/her guest(s) from any activity at any time if the prize winner and/or his/her guest(s) behavior at any point is disruptive or may or does cause damage to person, property or the reputation of Sponsor or otherwise violates the policies of the prize providers.

Any difference between the stated ARV and actual value of prize will not be awarded in any form. Prizes are non-transferable, and no prize substitutions or cash redemptions are allowed except by Sponsor in its sole discretion, or as otherwise provided herein. Sponsor may substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) becomes unavailable for any reason. **All income taxes on prizes are the winners' sole responsibility. WINNERS WILL BE ISSUED AN IRS FORM 1099 FOR THE VALUE OF THE PRIZE.** All prizes will be awarded provided they are claimed properly in accordance with these Official Rules.

8. Verification/Prize Claim: Winners must provide positive identification specified by Sponsor to claim or participate in a prize. Regional and Weekly Prize Winners will be required to sign and return an Affidavit of Eligibility, Liability Release and, where permitted by law, Publicity Release without additional compensation within ten (10) business days of notification or the prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. The Grand Prize Winner will be required to sign and return an Affidavit of Eligibility, Liability Release and, where permitted by law, Publicity Release without additional compensation within forty eight (48) hours of notification or the prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. If prize notification is returned as undeliverable, or if Sponsor, in its sole discretion, deems a potential winner ineligible to receive a prize for any reason, the corresponding prize will be forfeited and awarded to an alternate winner, time permitting, in a random drawing from among all remaining entries. Sponsor's decisions will be final, binding and non-appealable in all matters relating to this Sweepstakes.

9. Limitations on Liability: By entering, each entrant agrees to abide by the terms of these Official Rules and by the decisions of the Sponsor, and agrees to indemnify, release, defend and hold harmless the Sponsor, its parent company, subsidiaries, affiliates and agencies, and the officers, directors and employees of each of the foregoing (collectively, the “Released Parties”), from and against any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury (including without limitation emotional distress) and/or death, publicity rights, defamation or invasion of privacy or merchandise delivery arising from or in connection with participation in the Sweepstakes or the acceptance, possession and/or use/misuse of a prize (if awarded to him/her) or his/her participation in prize-related activities (if applicable), including but not limited to travel related thereto.

By accepting a prize, each winner agrees that any liability concerning or arising out of his/her prize rests solely with the common carrier on which the winner traveled, the hotel that provided lodging, or the manufacturer of the goods, (as applicable) and/or the respective affiliates of each of the foregoing. Furthermore, each winner, by accepting a prize, acknowledges that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to such prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose.

10. Consent to Publicity: By accepting a prize, winners further consent to Sponsor’s use of his/her name, voice, statements and/or likeness for advertising, promotion, public relations or trade purposes in commerce and in any media worldwide without limitation or additional compensation or notice, unless prohibited by law.

11. Disputes/Venue/Governing Law: By participating, entrants agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in the State of Illinois; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys’ fees; and (c) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants’ rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

12. Personal Information: All personal information collected from entrants in connection with participation in this Sweepstakes will be used only as provided in Sponsor’s Privacy Policy, available at www.beamsuntory.com.

13. Winners List: For the names of the winners, send a self-addressed stamped business-size envelope after Sept 7, 2021 and no later than October 7, 2021 to: Jim Beam Black Golf Sweepstakes, Jim Beam Brands Co., Winners List Request, Jim Beam Black Golf Sweepstakes, PO Box 251328, West Bloomfield, MI 48325.

14. Sponsor: Jim Beam Brands Co.

drink smart®

Jim Beam Black® Kentucky Straight Bourbon Whiskey, 43% Alc./Vol. ©2021 James B. Beam Distilling Co., Clermont, KY