

THE 2009 "COORS LIGHT® 4-DAY NASCAR® WEEKEND" SWEEPSTAKES COMPLETE OFFICIAL RULES

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS IS REQUIRED TO ENTER. Open only to legal residents of the **U.S.**, aged 21 or older at time of entry. Void in **CALIFORNIA** and **PUERTO RICO** and where prohibited by law. Persons in any of the following categories are **not** eligible to participate or win a prize: (a) persons who, since November 1, 2008, were or are employees or agents of MillerCoors, LLC; The Integer Group®, LLC; the National Association for Stock Car Auto Racing, Inc. ("NASCAR") and its affiliates and each of their respective employees, shareholders, directors, officers, members, or agents; Hollywood's Productions; or Razorfish, LLC.; independent contractors of any of the above organizations who are engaged in the development, production, or distribution of materials for this sweepstakes; their parent companies, affiliates, or subsidiaries; or the service agencies or independent contractors of any of the above organizations; (b) suppliers, distributors, or retailers of alcohol-beverage products; (c) individuals engaged in the development, production, or distribution of materials for or the implementation of this sweepstakes; or (d) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the preceding categories. Sweepstakes starts at or around 12:00:00 p.m., Mountain time (MT), on **February 1, 2009**, and ends at 12:00:00 p.m., MT, on **November 1, 2009** ("Promotion Period").

2. HOW TO ENTER. To enter, access www.CoorsLight.com/RACING during the Promotion Period and follow the entry instructions. Log in using an existing registration or complete the information requested in the information fields (full name; complete address [no P.O. Boxes]; birth date; daytime phone number, including area code; e-mail address; and password). When your registration is complete, enter an Official UPC when prompted. You may use the UPC found on the outside of specially marked 18-packs and 24-packs of Coors Light or Coors® Banquet beer as an Official UPC or you may request and receive an Official UPC online prior to submitting your entry by following the instructions in Rule 3 below. When your entry is complete, click Submit Entry (once submitted, entry cannot be deleted, canceled, or modified). Enter using only an e-mail address subscribed to and registered in your name. All entries must be received by 12:00:00 p.m., MT, on **November 1, 2009**. Limit of one entry per person/e-mail address per day. A day is defined as 12:00:01 a.m., MT, to 11:59:59 p.m., MT, except the first day of the Promotion Period begins at 12:00:00 p.m. (noon), MT, and the last day of the Promotion Period will end at 12:00:00 p.m. (noon), MT. In the event of a dispute about entries submitted by multiple individuals using the same e-mail account, entry will be deemed to have been submitted by the authorized subscriber of the e-mail account used to enter the sweepstakes at the actual time of entry. The authorized e-mail-account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet-access provider, online-service provider, or other organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Any use of robotic, repetitive, automatic, programmed, or similar entry methods or agents (including, but not limited to, sweepstakes-entry services) are prohibited and will void all entries by that entrant. Entrants assume all risk of lost, late, misdirected, incomplete, or illegible entries.

3. ALTERNATE (NO PURCHASE NECESSARY) METHOD OF ENTRY. You can obtain an Official UPC online without purchase by visiting www.CoorsLight.com/RACING, clicking [Need a Code?](#), and following all instructions. All requests for Official UPCs must be entered by 12:00:00 p.m. (noon), MT, on November 1, 2009. Participants will receive one (1) Official UPC for each online request, limited to one (1) request per person, e-mail address, or household address per day.

4. DRAWINGS/SELECTION OF WINNERS. This promotion consists of twenty-five (25) separate random drawings, with two (2) Grand Prize packages awarded during each drawing. Nonwinning entries will remain eligible for subsequent drawings. The entry deadlines and drawing dates are as follows:

Entry Deadline	Entry Drawing	Entry Deadline	Entry Drawing
April 21, 2009	April 22, 2009	August 4, 2009	August 5, 2009
April 28, 2009	April 29, 2009	August 11, 2009	August 12, 2009
May 5, 2009	May 6, 2009	August 18, 2009	August 19, 2009

May 12, 2009	May 13, 2009	August 25, 2009	August 26, 2009
May 19, 2009	May 20, 2009	September 1, 2009	September 2, 2009
May 26, 2009	May 27, 2009	September 8, 2009	September 9, 2009
June 2, 2009	June 3, 2009	September 15, 2009	September 16, 2009
June 9, 2009	June 10, 2009	September 22, 2009	September 23, 2009
June 23, 2009	June 24, 2009	September 29, 2009	September 30, 2009
June 30, 2009	July 1, 2009	October 6, 2009	October 7, 2009
July 7, 2009	July 8, 2009	October 13, 2009	October 14, 2009
July 14, 2009	July 15, 2009	November 1, 2009	November 2, 2009
July 21, 2009	July 22, 2009		

The random drawings will be under the supervision of The Integer Group (Judge), whose decisions are final and binding on all matters regarding this sweepstakes. Participants agree to be bound by these Complete Official Rules and the decisions of the Judge. Odds of winning a prize depend on the number of eligible entries received for each drawing. All prizes will be awarded assuming sufficient eligible entries.

5. GRAND PRIZE (50): A "Coors Light 4-Day NASCAR® Weekend" prize package. Each prize package will be fulfilled entirely within one of the available 2009 NASCAR® racing markets and consist of NASCAR® VIP experience for winner and one (1) guest to the race and to various promotional and hospitality events (which may include such events, as determined by Sponsor in its sole discretion, as a Coors Light promotional event, a meet-and-greet with a NASCAR® official and/or racing-team members, access to the Coors Light Pole Day, access to the Coors Light Pole presentation, pictures and meet-and-greet with the winning Coors Light Pole driver, Coors Light RV VIP hospitality, and a guided VIP tour), round-trip coach air transportation for winner and one adult guest from a major commercial U.S. airport near winner's home to airport near event, and \$750 in the form of a check. Some, but not all, winners may also have the opportunity to wave the green flag during a qualifying race, but this portion of the prize package has no retail value. Approximate Retail Value (ARV): \$3,240. ARV of all prizes: \$162,000. **Important Notice:** All promotional and hospitality events are subject to availability. **LODGING IS NOT INCLUDED.** Each winner will be responsible for all lodging, gratuities, meals, ground transportation, and any other incidental costs or expenses not identified in these rules. Racing markets, VIP experiences, and travel dates will be determined by Sponsor at its sole discretion. Each winner and guest must travel on the same itinerary on dates set forth by Sponsor, or prize package will be forfeited in its entirety. All travel arrangements must be made with Sponsor's travel agent. Blackout dates and other restrictions may apply. If a winner lives within a 200-mile radius of the event designated by Sponsor, prize will not include the air-transportation portion. If the races or any Grand Prize package events are delayed, postponed, or canceled for any reason, those winners will not be reimbursed for VIP experiences. VIP experiences are subject to standard rain-check policies and procedures. VIP experiences are awarded pursuant to a revocable, nontransferable license personal to the winner and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. A violation of these restrictions shall revoke winner's license, and the VIP experiences will not be honored.

6. GENERAL CONDITIONS. Limit of one (1) winner per individual, family, or household address. Potential winners will be notified by phone, mail, e-mail, or private delivery service (at Sponsor's sole discretion) and each will be required to sign and return an Affidavit of Eligibility and Release of Liability/Publicity (where permitted by law) within three (3) days of notification. Each winner's guest must be at least 21 years old and will also be required to sign and return a Release of Liability/Publicity (where permitted by law) within the time frame specified by Sponsor. In the event of noncompliance; if a winner cannot be reached at the phone, e-mail, or mailing address on that winner's entry; or if prize or prize notification is returned as unclaimed or is undeliverable for whatever reason beyond the control of Sponsor, that prize will be forfeited and an alternate winner will be selected. No substitution of any prizes will be offered. No prize transfer is permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. All taxes, fees, and surcharges on prizes are the sole responsibility of each prizewinner. By participating and accepting a prize, where permitted by law, each winner grants to Sponsor (and agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast, and use—worldwide in any media now known or hereafter developed, including, but not limited to, the World Wide Web—at any time(s), that winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review.

7. RELEASE OF LIABILITY. By participating and accepting a prize, each winner releases and agrees to hold harmless MillerCoors, LLC; The Integer Group; NASCAR, Inc., and its affiliates and each of their respective employees, shareholders, directors, officers, members, and agents; Hollywood's Productions; and Razorfish, LLC.; their respective parent companies, distributors, affiliates, and subsidiaries; the service agencies and independent contractors of any of the above organizations; and their respective directors, officers, employees, and agents (including advertising and promotion agencies); and all others associated with the development and execution of this Web site and sweepstakes from any and all claims, actions, losses, and liabilities, including, but

not limited to, personal injury, bodily injury (including, without limitation, wrongful death or disability), property damage, or loss or damage of any other kind arising in whole or in part, directly or indirectly, from delivery/nondelivery, acceptance, possession, use, or misuse of the prize or from participation in this sweepstakes or any sweepstakes-related activity. Neither Sponsor nor NASCAR, Inc., and its affiliates and each of their respective employees, shareholders, directors, officers, members, and agents is responsible for prize quality or utility. Neither Sponsor nor NASCAR, Inc., and its affiliates and each of their respective employees, shareholders, directors, officers, members, and agents is responsible for any incorrect or inaccurate information, whether caused by Web-site users, by any of the equipment or programming associated with or used in the sweepstakes, or by any technical or human error that might occur in the processing of submissions in the sweepstakes. Neither Sponsor nor NASCAR, Inc., and its affiliates and each of their respective employees, shareholders, directors, officers, members, and agents assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications-line failure, theft, destruction, unauthorized access to, or alteration of entries. Neither Sponsor nor NASCAR, Inc., and its affiliates and each of their respective employees, shareholders, directors, officers, members, and agents is responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; or computer software or for failure of e-mail or entry on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to the participant's or to any person's computer related to or resulting from participating in or downloading materials from this Web site or sweepstakes. Neither Sponsor nor NASCAR, Inc., and its affiliates and each of their respective employees, shareholders, directors, officers, members, and agents are responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the sweepstakes or to defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the sweepstakes is not capable of running as planned due to, but without limitation, infection by computer virus, worm, or bugs; tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the sweepstakes.

8. DISPUTES. THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF COLORADO, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this sweepstakes, each participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this sweepstakes shall be resolved individually, without resort to any form of class action, exclusively before a court located in Jefferson County, Colorado, having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for and hereby waives all rights to claim punitive; incidental; or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this sweepstakes), and participant further waives all rights to have damages multiplied or increased.

9. WINNERS LIST. For the names of the winners, send a self-addressed, stamped envelope to The 2009 "Coors Light 4-Day NASCAR® Weekend" Sweepstakes Winners List, P.O. Box 1750, Golden, CO 80402-1750. All requests must be received by November 2, 2009.

10. SPONSOR: MillerCoors, LLC, Golden, CO 80401.

Official Online Entry Code : 0 71990 77928 3

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