

Miller®

HIGH LIFE®

# CONTRACT

I \_\_\_\_\_, hereby commit to living the highest possible form of the High Life in any and all situations. I pledge never to willingly participate in non-High Life-like activities, including but not limited to: male bathing suit shopping, goatee dying, embroidered golf shirt collar popping, wallet mirror carrying, denim pant leg rolling, unnecessary nail manicuring, or pet portrait painting. Most importantly, I will uphold my sense of common sense and use it authoritatively when called for to maintain my responsibility to unashamedly, undeniably, and unabashedly live the High Life.

## OFFICIAL SPONSORSHIP AGREEMENT

This sponsorship agreement is made and entered into by **BRIAN** hereinafter referred to as "You" and Miller High Life, hereinafter referred to as "The Official Beer of You."

In consideration of the premises and mutual promises set herein, the parties, intending to be common sensically bound, hereby agree to the following:

### LEGALITIES & SUCH

#### YOUR RESPONSIBILITIES.

You will:

- (a) Use common sense, plain and simple. It's just common sense.
- (b) Urge others to live the High Life without forcing Your preference for the High Life upon them, even though Your preference for the High Life is the correct preference.
- (c) Decline sponsorship invites from organizations or individuals not affiliated with or not in agreement with the standards of High Life living. Because that wouldn't make much common sense. Which brings us to:
  - (d) Proudly recognize, patronize, and support (ize) The Official Beer of You during all public appearances, including but not limited to: garage gatherings, game day get-togethers, social events involving meat preparation/consumption.
  - (e) Never pay double-digits for any meal consisting of meat surrounded by bread, no matter how much the perpetrator trying to sell it to you says it compliments the High Life. It doesn't.
  - (f) Refrain from going anywhere near overpriced nightclubs or corporate stadium skyboxes.
  - (g) Keep your shirt on unless you are participating in the spelling of a word or phrase in the stands of a sporting event.
  - (h) Not embarrass fellow High Lifers with non-High Life-like wardrobe choices.  
Examples:
    - 1.) Footwear designed for weight loss.
    - 2.) Green denim anything.
    - 3.) Button-down shirts with detachable hoods.
  - (i) Re-read (h). It's a big one.
  - (j) Take opportunities to convert others to the High Life way of life, because... well, it's the High Life.
  - (k) Never participate in a fishing trip where people are paid to reel the fish in for you. That's not fishing. That's poling. Never pole.
  - (l) Never ingest anything that has been scientifically combined with tofu. (i.e. Tofurkey.) That won't sit well with the High Life.
  - (m) Camp. But not in a luxury RV. That's not camping. And that's not living the High Life.
  - (n) Always live the High Life responsibly.
  - (o) Re-read (a), the one about common sense. That was a good one.

Limited time promotional offer begins at or about 12:00:00 am ET on 1/17/11 and ends at 11:59:59 pm ET on 4/30/11, or when requests totaling \$200,000 for personal checks, donations and coupons combined have been received. Must be a legal U.S. resident 21 years or older to participate. NO BEER PURCHASE REQUIRED. Void where prohibited. Visit [millerhighlife.com](http://millerhighlife.com) and follow the online instructions to become sponsored by Miller High Life. You will be required to complete and submit an online "contract" to live the High Life. You will have the option of choosing between a \$1 check payable to you OR donating your \$1 to the Iraq and Afghanistan Veterans of America ("IAVA") OR, for residents of AK, AZ, CA, CO, DE, DC, FL, IA, KS, MT, MS, NE, NV, NH, NM, OK, SC, WI, WY, a \$2 off discount coupon valid towards the purchase of eligible packages of Miller High Life. If you choose the \$1 check or \$2 off coupon, the check or coupon will be mailed to you within 4 to 6 weeks of receipt of your "contract." A maximum of \$200,000 in cash, donations and discounts will be distributed. After requests totaling \$200,000 in cash, donations and discounts have been received, notice will be posted on the website; you will still be able to submit a "contract" but no additional funds or discount offers will be made available for distribution. For information about IAVA, visit [www.iava.org](http://www.iava.org). Checks are only valid for 90 days and will not be reissued. Internet access and valid email address required. Discount coupon subject to terms that will be provided with the coupon. Limit one (1) request per person/household. Offer valid for individual consumers only; requests from groups, clubs or organizations and fraudulent requests will not be honored. The offer may be modified or terminated at any time without notice. Sponsor is not responsible for lost, damaged or misdirected mail. If any check is returned as undeliverable, check will be void and will not be reissued. If you have a Facebook account, you will also be given the option of uploading a photo of yourself with your "contract." By submitting a photograph of yourself, you grant MillerCoors LLC ("Sponsor") and its agents the right to publish, use, adapt, edit and/or modify such image in any way, in any and all advertising and media, without limitation, and without consideration to you. You may only submit a photo of yourself and you must own all rights to the photo. Photos must be in JPG format and no larger than 2 MB. Photos must be of individuals only; no group photos will be accepted. Photos may not have been published previously or submitted in another promotion and must be suitable for publication (i.e. may not be obscene or indecent), as determined by Sponsor in its sole discretion. Sponsor may or may not post your photo at its sole discretion. Employees of Sponsor, its parent companies, divisions, dealers, agents and representatives, affiliates, subsidiaries, distributors, advertising and promotional agencies, suppliers involved in this offer, and employees of alcohol beverage retailers are not eligible. Sponsor is not responsible for computer software compatibility issues; network, phone line, hardware, or software malfunctions; or errors or delays in network connections; or for any damage to any computer related to or resulting from participation in this offer.

