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## THE CORONA SUMMER 2017 SWEEPSTAKES

### OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES.  
A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

- PROMOTION PERIOD:** The Corona Summer 2017 Sweepstakes (the “Sweepstakes”) begins at 12:00 AM Eastern Time (“ET”) on May 6, 2017 and ends at 11:59 PM ET on August 31, 2017 (the “Promotion Period”). The Promotion Period consists of seventeen (17) weekly entry periods (each an “Entry Period”). Each Entry Period begins at 12:00 AM ET each Sunday during the Promotion Period and ends at 11:59 PM ET each Saturday during the Promotion Period, with the exception of the first Entry Period which begins at 12:00 AM ET on Saturday, May 6, 2017, and the last Entry Period which ends at 11:59 PM ET on Thursday, August 31, 2017. See chart below in Rule #4 for details.
- ELIGIBILITY:** The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia, who are 21 years of age or older as of date of entry. Employees of Crown Imports LLC (“Sponsor”), Don Jagoda Associates, Inc. (“Administrator”), their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies (collectively, “Released Parties”), retailers of alcohol products, and their immediate family members (spouses, domestic partners, parents, children, and siblings) and household members of each (whether related or not) are not eligible to participate or win. Void where prohibited by law. All federal, state and local laws and regulations apply.
- HOW TO ENTER:** During the Promotion Period, visit [www.CoronaSummer.com](http://www.CoronaSummer.com) (you will be redirected to the Corona Summer 2017 Sweepstakes Website “Website”) and follow the instructions to submit your choice of song to potentially be added to the Corona Summer Vibes Playlist (“Playlist”), and to complete the Sweepstakes Registration Form (“Form”), to submit your entry into the Sweepstakes (“Entry”). You will have the option of connecting to your existing Spotify account, creating a new Spotify account (if you don’t already have one) and connecting to your new account or completing the Form without connecting to your Spotify account. Entries must be received by the Entry Deadline indicated in the chart below in Rule #4, to be included in that Entry Period’s drawing and any subsequent drawings. Entries must be received by 11:59 PM ET on August 31, 2017 to be eligible for the last drawing. Multiple entrants are not permitted to share the same email address or Spotify account, if applicable, to submit an Entry. Limit one (1) Entry per person/email address per Entry Period. Any song(s) submitted to the Playlist that is deemed inappropriate or unsuitable, in Sponsor’s/Administrator’s sole discretion, will not be added to the Playlist but whether a song is to the Playlist or not has no bearing on Entrant’s eligibility in the Sweepstakes or winner determination.
- RANDOM DRAWINGS:** At the end of each Entry Period, one (1) Grand Prize winner and two hundred (200) First Prize winners will be randomly selected by Administrator, on or about the following Friday after each Entry Deadline indicated in the chart below, from among all eligible Entries received by the end of that Entry Period. Random drawings will be conducted by Administrator, an independent judging organization whose decisions are final

on all matters relating to the Sweepstakes. The odds of winning will depend on the total number of eligible Entries received by the end of each Entry Period. Limit one (1) prize per person/email address/household.

<b>Entry Period</b>	<b>Entry Deadline (all 11:59 PM ET)</b>
1	Saturday, May 13, 2017
2	Saturday, May 20, 2017
3	Saturday, May 27, 2017
4	Saturday, June 3, 2017
5	Saturday, June 10, 2017
6	Saturday, June 17, 2017
7	Saturday, June 24, 2017
8	Saturday, July 1, 2017
9	Saturday, July 8, 2017
10	Saturday, July 15, 2017
11	Saturday, July 22, 2017
12	Saturday, July 29, 2017
13	Saturday, August 5, 2017
14	Saturday, August 12, 2017
15	Saturday, August 19, 2017
16	Saturday, August 26, 2017
17	Thursday, August 31, 2017

5. **WINNER NOTIFICATION:** Potential winners will be notified by email. Potential Grand Prize winners will be required to complete and return via email/fax/mail, an Affidavit of Eligibility, Release of Liability and, if legally permissible, a Publicity Release and assignment of rights within seven (7) days of Administrator’s attempted delivery of same. Noncompliance within any specified time period or return of any prize/prize notification as undeliverable, or declining the prize for any reason, will result in disqualification without further notice and an alternate winner may be selected.
  
6. **PRIZES & APPROXIMATE RETAIL VALUES (“ARVs”):** All three thousand, four hundred seventeen (3,417) prizes, with a total maximum ARV of \$107,758, are available to be won as follows: Seventeen (17) Grand Prizes: A trip for winner and one (1) travel companion to winner’s choice of a Corona Music Experience, from a list of Sponsor-specified available music events/destinations. Trips include round-trip coach air transportation from major airport nearest winner’s home, two (2) nights’ hotel accommodations (one room, double occupancy), ground transportation from/to airport/hotel, \$200 spending money (awarded in the form of a check for winner)> and a pair of admission tickets to selected music event. (Minimum ARV is \$3,250; Maximum ARV is \$3,450). If a Grand Prize winner lives within a

250-mile radius of the selected destination, winner will receive a \$250 travel stipend in lieu of air transportation and no additional compensation for air travel will be provided. Winner's travel companion must be 21 years or older at time of travel and must execute and return a liability/publicity release prior to travel. Winner and travel companion are solely responsible for all other expenses not specifically set forth herein, including but not limited to meals, additional transportation, souvenirs, upgraded room accommodations and other incidentals and items of a personal nature. Sponsor is not responsible for lost, mutilated or stolen travel documents. Actual retail value of the prize will depend on winner's point of departure/return and selected music event/destination. Each Grand Prize Winner and his/her respective travel companion must travel on same itinerary. All travelers must agree to depart and return on dates specified by the Sponsor, which are subject to change (correlating to selected music event) or prize will be forfeited. Travel is subject to availability. All travelers must have valid travel documents prior to departure (i.e., government-issued photo ID). Sponsor is not responsible for postponement or cancellation of music event(s). In the event a Grand Prize winner's selected music event is cancelled or postponed for any reason, Sponsor will have no obligation to award compensation in lieu thereof but the remainder of the trip will be awarded. In the event a Grand Prize winner or travel companion engages in behavior that (as determined by Sponsor in Sponsor's sole discretion) is inappropriate or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip early, in whole or in part, and send the Grand Prize winner and travel companion home with no further compensation to the Grand Prize winner. Three thousand four hundred (3,400) First Prizes – A three (3) month premium Spotify subscription. Spotify Terms and Conditions apply. (ARV: \$29.97 per prize). No alcohol is included with any prize.

7. GENERAL RULES: Any federal, state, and local taxes are solely the responsibility of the winners, if applicable. No transfer, assignment, substitution or cash equivalent for a prize will be permitted, except at the sole discretion of the Sponsor due to prize unavailability for any reason. In such circumstance, an alternate prize of equal value will be awarded and Sponsor's obligation to the winner will be fulfilled, and no other additional compensation will be provided. The Released Parties assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of a prize. In no event will more than the stated number of prizes be awarded. If an entrant submits more than the stated number of permitted Entries and/or if Sponsor suspects that an entrant attempted to obtain additional Entries by using multiple/different email addresses, Spotify accounts, identities, registrations or logins, or any other methods, will void that entrant's Entries and that entrant may be disqualified. Normal internet access and data charges imposed by your internet/wireless phone service provider may apply. See your internet/wireless provider for pricing plan details. Entries generated by script, macro or other automated means and Entries by any means which subvert the Entry process are void. Entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected Entries, which will be disqualified. Any use of robotic, repetitive, automatic, programmed or similar Entry methods or agents (including, but not limited to, sweepstakes Entry services to create fraudulent email addresses, Spotify accounts and/or identities) will void all Entries by that entrant. In the event of a dispute as to any Entry, the authorized account holder of the email address indicated on the Entry will be deemed to be the entrant. "Authorized email account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Potential winners may be required to show proof of being the authorized account holders associated with the Entries. Entrants/winners/travel companions agree to release, discharge and hold harmless Released Parties from and against any and all liability (including damages caused or claimed to be caused) arising out of participation and/or acceptance/use of a prize, and

agree to be bound by the Official Rules and the judges' decisions, which are final. Acceptance of a prize constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses and Entries for purposes of advertising and trade without further compensation, including a winners list, unless prohibited by law. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the English version of the Official Rules shall prevail, govern and control. The Released Parties are not responsible for any typographical or other error in the printing of the Sweepstakes, administration of the Sweepstakes or in the announcement of the prizes. NOTICE: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The Released Parties are not responsible for faulty, incorrect, undeliverable or mistranscribed phone/email transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer, phone or Device related to or resulting from participating in or experiencing any materials in connection with the Sweepstakes, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in the Sweepstakes. All entrants understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state, territory, or country that may be applicable with respect to the foregoing release are hereby expressly and forever waived. All participating entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR." The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims. The Released Parties assume no responsibility for undeliverable emails resulting from any form of active or passive email filtering by a user's Internet service provider and/or email client or for insufficient space in user's email account to receive email. Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, misconduct or technical failures threaten the integrity of the Sweepstakes; or if a computer virus, bug, or other technical problem corrupts the administration or security of the Sweepstakes as determined by Sponsor/judging agency/Administrator, in their sole discretion. In the event of termination, a notice will be posted online and the drawing for all prizes will be conducted from among all eligible Entries received prior to termination. Any damage made to the Website by an entrant will be the responsibility of the entrant and/or the authorized email account holder of the email address submitted at the time of Entry. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

8. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF ILLINOIS, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or connected with this Sweepstakes, shall be resolved individually without resort to any form of class action and exclusively before a court having jurisdiction located in Cook County, Illinois. In any such dispute, under no circumstances will entrant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental or consequential damages, including reasonable attorneys' fees, other than entrant's actual

out-of-pocket expenses (e.g., evidenced costs associated with entering this Sweepstakes). Entrant further waives all rights to have damages multiplied or increased.

9. **PRIVACY:** Any personal information that an entrant provides in connection with the Sweepstakes shall be used by Sponsor and Administrator to administer this Sweepstakes, contact entrants, and for the other purposes set forth in the Sponsor's privacy policy located at [www.CoronaUSA.com/Privacy](http://www.CoronaUSA.com/Privacy). By entering this Sweepstakes you agree to and accept that privacy policy. If entrant authorizes, by opting in, Sponsor may provide entrant with information relating to products, services and promotions of Sponsor and affiliates of Sponsor.
10. **WINNERS LIST:** For the names of winners, send a stamped, self-addressed envelope by October 1, 2017, to: Corona Summer 2017 Sweepstakes Winners, Dept. VZ, 100 Marcus Drive, Melville, NY 11747.
11. **SPONSOR:** Crown Imports LLC, One South Dearborn Street, Chicago, IL 60603.
12. **ADMINISTRATOR:** Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.

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