WICKED WEED BREWING
YOU DESERVE AN UPGRADE CONTEST
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE CONTEST IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF AL, DE, GA, FL, MA, MD, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VA AND VT AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. CONTEST WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

Nominator: To be eligible to nominate an eligible Nominee (as defined below), you must be a legal resident of AL, DE, GA, FL, MA, MD, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VA or VT, who is twenty-one (21) years age or older at the time of entry (nominator also referred to as "Entrant").

Nominee: To be eligible, a nominee must be a legal resident of AL, DE, GA, FL, MA, MD, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VA or VT, who is twenty-one (21) years age or older as of June 18, 2025 ("Nominee").

Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, Wicked Weed Brewing, its affiliates, subsidiaries, owners, shareholders, officers, directors, agents, representatives, employees, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Contest, and members of their immediate families (spouse, parent, child or sibling; whether biological, adopted, step or in-law) or households (whether related or not) are not eligible to enter or win. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation in the "Wicked Weed You Deserve An Upgrade" ("Contest") constitutes Entrants full and unconditional agreement to these Official Rules ("Official Rules") and Sponsor's decisions which are final and binding in all matters related to this Contest. Winning the prize is contingent upon fulfilling all requirements as set forth herein.

2. CONTEST PERIOD:

Contest begins at 12:00:00 a.m. Eastern Daylight Time ("EDT") on June 18, 2025, and ends at 11:59:00 p.m. EDT on July 9, 2025 ("Contest Period"). The Contest Period is divided into two (2) phases as defined below. Sponsor's computer is the official time keeping device for this Contest.

3. PHASE ONE: CONTEST SUBMISSION PERIOD:

The Contest Submission Period begins at 12:00:00 a.m. EDT on June 18, 2025, and ends at 11:59:00 p.m. EDT on July 9, 2025 ("Contest Submission Period").

Two (2) Ways to Enter:

Self-Nomination: To enter, visit https://www.wickedweedbrewing.com/you-deserve-an-upgrade/ during the Contest Submission Period and follow the online instructions to (1) complete the online entry form, and (2) upload a video telling us why you "Deserve an Upgrade" and how you are giving back to the community ("Entry").

Nominator Nominates A Nominee: To enter, visit https://www.wickedweedbrewing.com/you-deserve-an-upgrade/ during the Contest Submission Period and follow the online instructions to (1) complete the online entry form, and (2) upload a video telling us why your Nominee "Deserve an Upgrade" and how your Nominee is giving back to the community (also an "Entry"). Upon verification, you will receive an email that includes a LINK to the Contest entry microsite at https://www.wickedweedbrewing.com/you-deserve-an-upgrade/ that you may forward to your Nominee so your Nominee can enter for a chance to win the prize.

For all Entries:

All eligible Entries will be judged. See Rule 4 for "Phase Two: Contest Judging to Determine the Grand Prize Winner" details.

All Entries must be in English and are limited to sixty seconds or less in length. If any entry exceeds sixty (60) seconds in length, only the first sixty (60) seconds of the video will be judged.

All Entries must be received and recorded during the Contest Submission Period. Only the methods of entry described herein are valid. No other forms of entry are valid. To be valid, each Entry must comply with all of these Official Rules. Limit one (1) Entry per person during the Contest Submission Period.

If the Entry contains additional people other than only the entrant, please note that the one (1) person submitting the Entry under their name and email address will be considered the Entrant and only the Entrant is eligible to win a prize. No other person in the video is eligible to receive a prize. Neither Sponsor nor its agencies are liable for any disputes arising from or related to the Contest in this regard.

See Appendix A for additional "Entry Guidelines and Prohibited Content". Entry must comply with these Official Rules. Sponsor reserves the right, but not the obligation, to review any Entry for violation of these Official Rules and may, at its sole discretion, reject, delete, or otherwise exclude an Entry for any reason, including without limitation, if the Entry contains any Prohibited Content (as defined in Appendix A) or any other commentary or material which Sponsor, in its sole discretion, deems inappropriate.

Automated Entries are prohibited, and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple Entrants. Any Entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or

artifice to register multiple times will be disqualified and forfeits all prizes won, in Sponsor's sole discretion. Multiple Entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Contest, and a dispute thereafter arise regarding the identity of the Entrant, the authorized account holder of said email account at the time of entry will be considered an Entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. Potential winner may be required to show proof of being the authorized account subscriber.

If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

4. PHASE TWO: CONTEST JUDGING TO DETERMINE THE GRAND PRIZE WINNER:

Beginning on July 10, 2025, and ending on or before August 7, 2025, all eligible Entries will be judged based on the following contest judging criteria ("Contest Judging Criteria") by a panel of contest judges ("Contest Judges") selected by Sponsor. The Contest Judging Criteria includes:

(1) Involvement in the community with a demonstrated need for support.

(2) Aligned with the values of the Wicked Weed Brewing brand.

(3) Demonstration of the entrepreneurial/charitable spirit.

(4) Clearly Defined, legal and reasonable executable project or program.

(5) Overall positive impact of charitable or community support efforts.

The one (1) eligible Entry receiving the highest cumulative scores awarded by the Contest Judges will be deemed the potential grand prize winner subject to verification as outlined in Rule 5 below. See Rule 6 for prize details.

In the event of a tie, tied Entries will be re-judged by a panel of Contest Judges based on the Contest Judging Criteria stated above until the tie is broken. The decisions of the Contest Judges are final in all aspects of the Contest Judging.

5. WINNER NOTIFICATION AND PRIZE OBLIGATIONS:

The prize will be awarded. Potential winner will be notified via email or phone call and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time-period, the prize will be forfeited, and an alternate potential winner may be selected at Sponsor's sole discretion (time permitting). Any

alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Obligations of the Potential Winner:

- Potential winner will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within forty-eight (48) hours of prize acceptance.

- Potential winner will be required to complete, sign, and return a "Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement" to Sponsor within forty-eight (48) hours of prize acceptance.

- If Sponsor so elects, potential winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that potential winner will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor. If requested, potential winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and may be awarded to an alternate potential winner at Sponsor's sole discretion.

Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Contest. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, the potential winner will be disqualified, and an alternate potential winner may be selected at Sponsor's sole discretion.

In the event of noncompliance within any stated time-period, the prize will be forfeited, and an alternate potential winner may be selected at Sponsor's sole discretion. Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the prize may be awarded to an alternate potential winner at Sponsor's sole discretion.

Released Parties (as defined in Rule 7) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an Entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

6. PRIZE DETAILS:

Grand Prize (1 prize to be awarded): Winner will receive a prize valued at $10,000.00, in the form of either (1) an in-kind, customized prize (the "In-Kind Prize") and a check worth the difference of $10,000.00 and the fair market value of the In-Kind Prize,

OR (2) a check for $10,000.00, determined and awarded at Sponsor's sole discretion. The In-Kind Prize shall be determined by Sponsor, in Sponsor's sole discretion, and communicated to Winner. If winner cannot accept prize as specified by Sponsor, prize will be forfeited and may be awarded to an alternate winner at Sponsor's sole discretion. Approximate Retail Value is $10,000.00. Any difference between stated value and actual value will not be awarded.

Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

7. LIMITATIONS OF LIABILITY AND RELEASE:

Anheuser-Busch, LLC, Wicked Weed Brewing, and each of their affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Contest or website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Sponsor's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by users, tampering, hacking, or by any of the programming or equipment associated with or used in this Contest, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Entries, and may subject that Entrant to disqualification. Released Parties are not responsible for injury or damage to Entrants or any other person's computer, or property related to or resulting from participating in this Contest. Should any portion of Contest be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Contest, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest, and determine the winners from valid, non-suspect Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding Entries received from multiple users having the same email address or Instagram account, the authorized subscriber of the email address account used to enter will be deemed to be the Entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address or account by the organization responsible for assigning the email address account. All

materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSORS NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

Entrants agree (a) that Sponsor and its parent, subsidiary and affiliated companies, and advertising and Contest agencies, and their respective officers, directors, employees, wholesale distributors, representatives and agents, will have no liability whatsoever for, and are released and shall be held harmless by Entrants against, any liability, for any injuries, losses or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest or in any Contest-related activity, and (b) winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, submitted biography, voice and/or likeness and prize information, and/or Entry (and assign the Entry, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade and Contest purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval.

8. PUBLICITY AND COPYRIGHT LICENSE:

Entrants grant Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable and transferrable right and license to exploit your Entry (including, without limitation, your name and likeness and the names and likenesses of any and all persons in the Entry, and any intellectual property rights (e.g. copyright, trademark, etc.) contained in the Entry) in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to you or any third party, for any purpose, including, without limitation, your Entry and any person's property (physical, personal, intellectual property rights, and indicia) contained therein. The foregoing grant includes, without limitation, the right to reproduce, display, distribute, publicly perform, create derivative works of, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Entry in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in your Entry being associated with a particular Sponsor or Sponsors. Accordingly, you hereby waive any objection to, such use including without limitation, distribution, reproduction, creation of derivative works of, public performance, or display of your Entry, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest.

9. DISPUTE RESOLUTION:

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 Contest, or any claim or dispute that has arisen or may arise between you and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

10. OFFICIAL RULES:

The Official Rules of the Contest are available for viewing at https://www.wickedweedbrewing.com/you-deserve-an-upgrade/ during the Contest Period.

10. PRIVACY POLICY:

See Sponsor's privacy policy located at https://www.wickedweedbrewing.com/privacy-policy/ (also a "Website") for details regarding the use of personal information collected in connection with this Contest. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

11. SPONSOR:

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

Wicked Weed Brewing, 95 Old Shoals Rd, Arden NC 28704

12. WINNER'S LIST:

For the name of the winner, handprint "Wicked Weed Brewing's You Deserve An Upgrade Winner's List Request", your first and last name, and your complete address on a 3" x 5" card and mail to: "Wicked Weed Brewing's You Deserve An Upgrade Winner's List Request", Wicked Weed Brewing, 91 Biltmore Avenue, Asheville, NC 28801, for receipt within sixty (60) days after the end date of the Contest Period.

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APPENDIX A

ENTRY GUIDELINES & PROHIBITED CONTENT:

Entries must meet the following requirements:

- Entry cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.

- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entry in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the World in any manner whatsoever and for any purpose.

- Entry cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote the excessive or irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain an image of anyone under 21 years of age; (e) otherwise fail to comply with the Beer Institute Advertising and Marketing Code as made publicly available at the following online location: http://www.beerinstitute.org/assets/uploads/general-upload/2015-Beer-Ad-Code-Brochure.pdf; (f) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Golden Road Brewing), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (g) contain copyrighted materials owned by others without permission; (h) contain materials embodying the names, likenesses or other indicia identifying any person, living or dead, without permission; (i) refer to or depict any names, logos or readily recognizable features of a retailer of alcohol beverages (such as a grocery store, convenience store, restaurant, bar, or any other retail location that sells alcohol beverages);or (j) depict, and cannot itself be in, violation of any law.

- Each Entrant warrants and represents that the Entry: (a) is his/her original work, published; (b) has not received previous awards; and (c) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity;

- Any Entrant whose Entry includes likenesses of third parties or contains elements not owned by the Entrant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use

including Sponsor's use of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of Entrant as a Winner.

- Any that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein or on the Website, or is deemed to be inappropriate for publication is ineligible.

- Incomplete, illegible, deceptive or garbled Entries are not eligible.

- Any such Entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.

All Entries are subject to Sponsor's Digital Millennium Copyright Act policy, as follows: **DIGITAL MILLENNIUM COPYRIGHT ACT**—Anheuser-Busch is committed to respecting and protecting the legal rights of copyright owners. As such, Anheuser-Busch adheres to the following notice and take down policy, in full compliance with Section 512(c)(3) of the DMCA (17 U.S.C. § 512 *et seq*.). If you believe any of the Entries infringes upon your intellectual property rights, please submit a notification alleging such infringement (hereafter a "DMCA Takedown Notice"). To be valid, a DMCA Takedown Notice must (i) be provided to the Anheuser-Busch designated agent, ("Copyright Agent"), as set forth below, and (ii) include the following:

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;

- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works;

- Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access disabled and information reasonably sufficient to permit the service provider to locate the material;

- Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and, if available, an electronic mail;

- A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and,

- A statement that, under penalty of perjury, the information in the notification is accurate and you are authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Anheuser-Busch's Copyright Agent to receive DMCA Takedown Notices is: email: trademarks@anheuser-busch.com. For clarity, only DMCA Takedown Notices should go to the Copyright Agent; any other feedback, comments, online purchases or other communications should be directed to the applicable customer service links posted on

the Website. You acknowledge that in order for Anheuser-Busch to be authorized to takedown any Content, your DMCA Takedown Notice must comply with all of the requirements of this Section.

By submitting an Entry, you agree that your Entry is gratuitous and made without restriction, that it will not place Sponsor under any obligation other than as stated in these Official Rules, that Sponsor is free to publish or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Entry, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

By participating, you acknowledge that your Entry may be used in Sponsor's sole discretion. Entries are the views/opinions of the individual Entrant and do not reflect the views of the Sponsor in any manner. By entering, you acknowledge that Sponsor has no obligation to use or post any Entry you submit.