

ULTIMATE FRONT YARD BEER HALL SWEEPSTAKES

Brought to you by The Boston Beer Company

SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. BY ENTERING THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. ALCOHOL IS NOT A PART OF THE PRIZE.

OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA (EXCLUDING ALASKA, HAWAII, MARYLAND, MAINE, S. DAKOTA, UTAH, ALABAMA, AND RHODE ISLAND) (“Participating Markets.”), WHO RESIDE IN THE U.S. AT THE TIME OF ENTRY. MUST BE 21 YEARS OF AGE OR OLDER TO ENTER.

1. SWEEPSTAKES TIMING:

The Ultimate Front Yard Beer Hall Sweepstakes (the “**Sweepstakes**”) entry period begins Tuesday, September 1, 2026 at 12:00:01 a.m. Eastern Time (“**ET**”) and ends Tuesday, September 15, 2026 at 11:59:59 p.m. ET (the “**Entry Period**”).

A random drawing will take place on or about Tuesday, September 21, 2026 to randomly select one (1) Grand Prize Winner and five (5) Second Prize Winners prize winners (each a “**Winner**”) to receive one (1) prize each (“**Prize**”).

The Administrator’s database clock will be the timekeeper for the Sweepstakes. Entry in the Sweepstakes does not constitute entry into any other sweepstakes or contest. By participating in the Sweepstakes, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of The Boston Beer Company, Inc., One Design Center Place, Suite 850, Boston, MA 02210 (the “**Sponsor**”), and/or WYNG, 169 Madison Ave., Suite #11680, New York, NY 10016 (the “**Administrator**”) whose decisions shall be final and legally binding in all respects and not subject to further review in any forum.

2. ELIGIBILITY: Sweepstakes is open only to legal residents of the U.S. who are physically located in the one of the Participating Markets, age twenty-one (**21**) or older, at the time of entry (“**Entrant**”). Sponsor, Administrator, and each of its respective companies, subsidiaries, advertising and sweepstakes agencies, and any and all other companies associated with the Sweepstakes

(collectively, the “**Sweepstakes Entities**”), and alcohol beverage distributors or wholesalers, and each of their immediate family members and/or people living in the same household are not eligible to participate. All eligibility is subject to all federal, state and local laws and regulations. All entries submitted are the property of the Sponsor. **Sweepstakes shall be void where prohibited or restricted by law.**

3. HOW TO ENTER:

- Visit samueladams.com/beerhall (“**Entry Site**”) during the Entry Period and complete the online registration with all required information including but not limited to age verification (21+), agreeing to the Official Rules, and submit. **LIMIT:** one (1) entry per person not including Bonus Entry.
- **BONUS ENTRY:** There are two methods for submission of Bonus Entry. Limit one Bonus Entry submission per person.
 - **Bonus Entry:** After you submit the above entry into the Sweepstakes you will be given the opportunity to upload a photo featuring Boston Beer with the hashtag **#SamAdamsBeerHall** to receive five (5) Bonus Entries.
 - **Alternative Method of Bonus Entry:** To receive five (5) Bonus Entries without submitting a photo, (“**AMOE**”): Legibly hand print on a piece of paper, your complete name, street address (no P.O. Boxes, please), city, state, ZIP code, daytime telephone number, age, and email address, insert into a stamped, standard business size envelope, and mail it to: Ultimate Front Yard Beer Hall Sweepstakes, C/O 8429 Lorraine Road, Suite 146, Lakewood Ranch, FL 34202. AMOEs must be postmarked by September 15, 2026 and received by September 20, 2026 to be eligible for the Sweepstakes drawing. Sponsor and Administrator are not responsible for auto generated, lost, late, mutilated, or postage-due AMOEs.

For clarity, the maximum number of entries per person is six (6). Entrants found using multiple accounts to enter this Sweepstakes will be disqualified. Multiple Entrants are not permitted to share the same online account. Any attempt by any Entrant to obtain more than the stated number of entries by using multiple/different accounts, identities, registrations and logins, or any other methods will void that Entrant's entries and that Entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification.

Bonus Entry Photo Submissions Notes:

Once any photo is submitted, Entrant cannot access/revise such entry in any way. No photo may be obscene, pornographic, violent, cruel, mean spirited, offensive in any manner, have swear words, or in any other way not suitable to be published. If an entry falls into this category, it may become void in the sole discretion of the Sponsor and/or the Administrator. Entries made on another's behalf by any individuals or other entities,

including but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will be declared invalid and disqualified for this Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes is prohibited and any entries deemed by Sponsor, in their sole discretion, to have been submitted in this manner will be void. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. By entering, all participants and/or Entrants release the Sponsor and Administrator from and against all claims and damages arising out of or in connection with each Entrant's participation and/or entry in the Sweepstakes.

All entries submitted through the Entry Site will not be returned or acknowledged. Sponsor is not responsible for any typographical or other errors in the administration of the Sweepstakes or in the announcement of any Prize. Should a dispute arise regarding the identity of the Entrant, the authorized account subscriber of said email account at the time of entry will be considered the Entrant. "Authorized account subscriber" as it relates to email is defined as the natural person who is assigned the account by the email provider. Potential winner may be required to show proof of being the authorized email account holder. Sponsor is not responsible for lost, late, damaged, or misdirected entries.

By entering Entry via Entrant's mobile device, standard data fees may apply. Entrant should consult Entrant's wireless service provider's pricing plan for details. Entrant agrees to incur any and all charges demanded by Entrant's wireless carrier. Entrant should also check Entrant's device's features for capabilities and check the device manual for specific use instructions.

4. PRIZES/APPROXIMATE RETAIL VALUE ("ARV")/ODDS OF WINNING:

One (1) Grand Prize Winner: Winner will receive the following Ultimate Front Yard Beer Hall prize to include:

- **One 15' X 20' inflatable Front Yard Beer Hall designed to turn any backyard gathering into an Oktoberfest celebration.**
- Inflatable Bar & Communal Table Furniture Set: one inflatable bar and two matching inflatable communal tables, each paired with 6 inflatable stools – 6 stools lined up in front of the bar, and 6 stools at each communal table (3 on each side). All pieces are double-wall PVC vinyl with a sealed air chamber, inflated using an air pump.
- One (1) 4-Pack 1L Oktoberfest Ceramic Steins
- One (1) Oktoberfest Kit which includes the following:
 - (12) Oktoberfest Hats
 - (12) Oktoberfest Legend Returns Short Sleeve Tees
 - (12) Oktoberfest Can Coolers

ARV of this Prize package is \$2,000

Five (5) Second Prize Winners: Each Winner will receive an inflatable Front Yard Beer Hall to include:

- **One 10' X 13' inflatable Front Yard Beer Hall designed to turn any backyard gathering into an Oktoberfest celebration. ARV \$199 each.**

Total ARV of all Prizes in this Sweepstakes is: \$2,995

If the actual value of the Prize is lower than ARV stated in these Official Rules, the difference will not be awarded in cash.

Sponsor will not replace any lost, mutilated, undeliverable, returned, refused or stolen Prize. The winner is responsible for all applicable federal, state, local sales and income taxes and any costs, expense(s) or fees whatsoever in connection with the Prize (if any).

WINNERS ACKNOWLEDGE THE INHERENT HAZARDS, DANGERS AND RISKS ASSOCIATED WITH INFLATABLES, AND THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF SUCH USE AND PARTICIPANTS ASSUME THESE RISKS AND DANGERS.

ALL PRIZES ARE AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

- 5. WINNER SELECTION:** There will be one (1) random drawing to select six (6) Winners in this Sweepstakes to be conducted by the Administrator on or about **September 21, 2026**. The Potential winners will be notified within two (2) calendar days of the drawing. Upon successful confirmation of acceptance of Prize, the potential winner will be a Winner.

Odds of winning depend on the number of eligible entries received during the Entry Period. If the selected Winner is unable to accept a Prize in its entirety for any reason, the selected Winner will forfeit the Prize and the Prize will be awarded to an alternate Winner. All Prizes are guaranteed to be awarded (time permitting), assuming a sufficient number of entries are received.

By accepting a Prize, the Winner irrevocably grant(s) Sponsor the right and permission (except where prohibited by law) to use Winner's name, Prize won, likeness, photograph, voice, address (state) and biographical information in any media throughout the world in perpetuity for purposes of advertising, online posting, promotion and publicity in connection with the Sweepstakes without additional compensation.

- 6. WINNER NOTIFICATION:** The Sweepstakes winners will be notified via email used when registering in the Sweepstakes by the Administrator requesting confirmation of the Winner's name and mailing address. The Winner must

reply with all requested information within 24 hours of the initial winner notification. The Winner is subject to verification. Potential winner must comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. Any prize winner with a Prize value of \$2,000 or more, will complete, sign and return an Affidavit of Eligibility and Liability/Publicity Release and W-9 IRS tax identification form within 48 hours of the initial Winner communication, consenting acceptance of the Prize and to the publication of his/her name in any media for any promotional purpose relating to the announcement of the Winner of the Sweepstakes, without further compensation. If a potential winner cannot be contacted, or if he/she fails to sign and return the Affidavit of Eligibility and Liability/Publicity Release within the required time period or if notices are returned as undeliverable, an alternate prize winner will be selected from all remaining eligible entries (time permitting). The Sweepstakes alternate winner will be randomly selected from all remaining eligible entries ("**Alternate Winner**").

Prize will be awarded only if the potential prize winner fully complies with these Official Rules. Once eligibility has been verified and the Administrator receives the prize winner's requested information, the Sponsor will arrange to award the Prize.

PUBLICITY RELEASE/ASSIGNMENT OF RIGHTS: Entry constitutes permission for the Sweepstakes Entities to use Entrant's entry materials, name, photograph, likeness, voice, biographical information, statements and complete address (collectively, the "**Attributes**"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and releases the Sweepstakes Entities from all claims arising out of the use of such Attributes. All information regarding Entrants collected by Sponsor and Administrator and/or their agents and contractors will be treated in accordance with their privacy policies. Please review Sponsor's privacy policy at <https://www.bostonbeer.com/privacy-policy> and Administrator's privacy policy at <https://www.wyng.com/privacy-policy>. Any information that Entrants share with Sponsor (including, without limitation, all information included on any entry form) may be used (and disclosed to third parties) by Sponsor for purposes of administration of the Sweepstakes and to communicate with the Entrant in relation to the Sweepstakes. Entrants are providing information to Sponsor.

7. DISQUALIFICATION: CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND

OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor reserves the right in its sole discretion to disqualify any individual who is found to have tampered with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to disparage, annoy, abuse, threaten or harass any other person. No incomplete, forged, software-generated or other automated multiple entries will be accepted. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

8. LIMITATION OF LIABILITY:

- (a) By entering this Sweepstakes, all Entrants release the Sweepstakes Entities, and their respective parent, subsidiary and affiliated entities including, all of their respective shareholders, officers, directors, employees, agents, contractors, attorneys, successors and assigns (the **"Released Parties"**) from and against all claims and damages arising out of or in connection with each Entrant's participation and/or entry in the Sweepstakes and/or his/her receipt or use or misuse of the Prize awarded in the Sweepstakes.
- (b) Sponsor is not responsible for problems downloading or uploading any Sweepstakes-related information to or from the web site or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the web site, or any other technical problems related to web site entries including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant's ability to participate in the Sweepstakes.
- (c) None of the Released Parties shall be held responsible for, and Entrant hereby releases the Released Parties from any claims arising from or in any way relating to: (i) late, lost, delayed, illegible, damaged, corrupted or incomplete entries, incorrect or inaccurate capture of, damage to, or loss of entries or entry information or technical failures of any kind, including but not limited to (i) unauthorized human intervention in any part of the entry process or the Sweepstakes; (ii) (vi) use of any Prize and (iii) the random drawing selection process including the outcome of the Sweepstakes.

9. MODIFICATION /FORCE MAJEURE: In the event (a) an insufficient number of Eligible Entries are received, (b) a virus, bugs, or entrant fraud or

misconduct affect or corrupt the administration, integrity, security or proper operation of the Sweepstakes, (c) Sponsor deems necessary in order to comply with the terms of use or terms of service of any applicable social media platform or in connection with changes to such terms, or (d) Sponsor is prevented from awarding the Prize or continuing with the Sweepstakes as contemplated herein by any event beyond his control, including but not limited to, fire, flood, natural or man-made epidemic of health of other means, pandemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), pandemic, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control, then Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes.

In the event that, for reasons beyond their control and not related to the Winner, the Sponsor is unable to award the Prize as described in these Official Rules, they will substitute the Prize with another prize of similar nature and equal or greater value (including but not limited to cash equivalent) at their sole discretion.

10. DISPUTES: Except where prohibited, Entrants agree that: (1) 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; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased; and (4) Entrant waives all right to trial by jury. 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules.

11. WINNERS LIST: To obtain the first name, last initial, and state of the Winner, send a self-addressed stamped envelope to: Ultimate Front Yard Beer Hall Sweepstakes Winner, 8429 Lorraine Road, Suite 146, Lakewood Ranch, FL 34202. All such requests must be received by 10/17/26.

The use of any Prize venue, name, description, or trademark in connection with any of the Prizes is solely for the purpose of describing such Prize and is not intended to suggest any affiliation or sponsorship.

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