

## Official Rules

“AMPM Life is Beautiful Sweepstakes”

Sponsored by Red Bull North America, Inc.

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF CA, OR, WA, AZ, NV, WHO ARE AT LEAST 18 YEARS OF AGE OR OLDER AT TIME OF SUBMISSION. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

1. **Sweepstakes Period:** The “AMPM Life is Beautiful Sweepstakes” Promotion (the “Sweepstakes”) commences June 5, 2019 at 12:00:00 AM Pacific Time (“PST”) and ends August 6, 2019 at 12:00:00 PM PST (the “Sweepstakes Period”). Entries submitted past the expiration of the Sweepstakes Period will not be accepted and will be destroyed.

2. **Sponsor and Administrator:** The Sweepstakes is sponsored by Red Bull North America, Inc. (“Sponsor”), and administered by Brandmovers, Inc., (“Administrator”).

3. **Eligibility:** The Sweepstakes is open to legal residents of CA, OR, WA, AZ, NV, who are at least 18 years of age or older at the time of entry. Employees of Sponsor, Administrator, their respective parents, affiliates, subsidiaries and members of their immediate families or persons residing in the same household are not eligible to enter or win. You are also not eligible if you or any member of your immediate family or household (whether or not related) is (A) an employee, officer or director of (1) Sponsor, Administrator, any of their respective bottlers, dealers or distributors, or parent companies, affiliates or subsidiary companies (collectively, the “Red Bull Parties”), (2) BP West Coast LLCstores, and any of the Sweepstakes Parties’ promotional partners, advertising or promotions agencies, sponsors of promotional materials, internet promotion developers, judging or administration organizations, or auditing or legal firms and other parties engaged in the production, promotion, administration or execution of the Sweepstakes (“Sweepstakes Entities”), or (B) an owner/operator or person responsible for purchasing or promotion decisions at retailers or dealers that sell any of Sponsor’s products. “Immediate family” means parents, children, stepparents, stepchildren, siblings, stepsiblings and spouses, whether or not living at the same residence.

4. **How to Enter:** To enter, visit [www.redbull.com/lifeisbeautiful2019](http://www.redbull.com/lifeisbeautiful2019) (“Website”) during the Sweepstakes Period, and complete the entry form, which includes your name and email address (“Entry Form”). Once you have completed the Entry Form, click “submit” to be entered into the random drawing. Limit one (1) entry per person/email address for the entire Sweepstakes Period. All entries must be received by 12:00:00 PM PST on August 6, 2019 to be included in the random drawing.

5. **Winner Selection:** There will be a total of three (3) Grand Prize Winner in this Sweepstakes. The Grand Prize Winner will be selected by random drawing on or about August 7, 2019. Odds of winning depend on the number of eligible entries received during the Sweepstakes Period. The Grand Prize Winner will be notified by Administrator via email on or about the day of the random drawing. Failure to respond to a winner notification email within **forty-eight (48) hours** will be deemed forfeiture of the Grand Prize and an alternate winner may be selected at Sponsor’s or Administrator’s sole discretion. Sponsor is not responsible for email notifications that are undeliverable or voicemail or text messages not received.

**6. Verification of Potential Winner:** In order to be confirmed as an official Grand Prize Winner, and without limitation of any other terms herein, a potential Grand Prize Winner may be required to provide satisfactory proof, as determined by Sponsor in its sole discretion, that such potential Grand Prize Winner is an eligible Entrant, including but not limited to providing a copy of the potential Grand Prize Winner's government-issued identification and/or additional information required by Sponsor in order to verify eligibility and compliance with these Official Rules. Grand Prize Winner will be required to sign and return to Administrator, within **forty-eight (48) hours** of the date notice is sent, an affidavit of eligibility, and a liability/publicity release (except where prohibited) as a condition to claim his/her Grand Prize. If the potential Grand Prize Winner cannot be contacted, fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period, potential Grand Prize Winner will forfeit the prize and an alternate winner may be selected at Sponsor's sole discretion, time permitting.

**7. Prizes and Approximate Retail Values ("ARV's"):** **Three (3) Grand Prize** – A trip for two (2) to Life is Beautiful Music Festival in Las Vegas, NV from September 20-22, 2019. Trip includes: roundtrip coach airfare for winner and a guest from Sponsor-specified major airport nearest winner's residence to/from Las Vegas, NV, departing on September 20, 2019 and returning on September 23, 2019; two (2) VIP tickets to the Life is Beautiful Festival for each day from September 20-22, 2019; and three (3) nights standard hotel accommodations (one room, double occupancy) at a Sponsor-specified hotel in Las Vegas, NV ARV: \$4,830. Prize consists of only those items listed as part of the prize. All taxes associated with the prize are each winner's sole responsibility. Prize is nontransferable, and no substitution will be made except as provided herein at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, or component thereof, for one of equal or greater value if the designated prize should become unavailable for any reason. Trip must be taken September 20, 2019 through September 23, 2019, or prize will be forfeited, and awarded to an alternate winner, time permitting. Tickets to the Life is Beautiful Festival are subject to the terms, conditions and restrictions as printed on the tickets. In the event the Grand Prize winner resides within 150 miles of Las Vegas, NV, ground transportation will be included in lieu of airfare and the difference between the actual retail value and the stated ARV will not be awarded. Actual retail value may vary depending on airfare fluctuations, and any difference between the stated ARV and actual ARV will not be awarded. Winner and Guest must travel on the same itinerary. Guest must be at least 18 years of age or older. Valid credit card will be required to check into the hotel. All elements of the Grand Prize must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. Travel companion must execute liability/publicity releases prior to issuance of travel documents. ARV of Grand Prize may vary depending upon the points of departure, ground transportation, and/or airline fare fluctuations; any difference between stated ARV and final ARV of Grand Prize will not be awarded. Grand Prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, ground transportation, insurance, meals, phone calls, gratuities, incidentals, souvenirs, gasoline, excursions, etc.) are included in the Grand Prize and all such expenses are the sole responsibility of Grand Prize winner. Grand Prize winner is responsible for any air travel taxes and/or expenses, including applicable departure taxes or fees, inspection charges, and security charges. Once issued, tickets are nontransferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Sponsor will not replace any lost, mutilated, or stolen tickets. Grand Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, or portion thereof, for one of equal or greater value for any reason. In the event the Life is Beautiful Music Festival is delayed, postponed or cancelled, Sponsor is not responsible and the Life is Beautiful Music Festival portion of the Prize would not be awarded as part of the prize. Sponsor will provide the Grand Prize Winner with an IRS Form 1099, if applicable, reflecting the actual

final retail value of the Grand Prize, or such other governmental tax forms that may be necessary, as determined in the sole discretion of Sponsor.

Sponsors are not responsible if any part thereof the Prize, cannot be awarded due to cancellations, delays or interruptions due to any acts of God, action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsors' sole control. Sponsor will be held harmless for any liability, loss, injury or damage, including, without limitation, personal injury, death or damage to personal or real property, to Entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of any prize. Prize is not redeemable for cash. All federal, state and local taxes on the Prize are winners' sole responsibility. The total ARV of all Prizes is \$14,490.

**8. Release:** By participating in this Sweepstakes, you accept all risk and consequences of entry and participation in this Sweepstakes, and agree to release and hold Red Bull North America, Inc., Administrator, Red Bull Parties and the Sweepstakes Entities (collectively, the "Sweepstakes Parties") harmless from any and all consequences, liability, losses, damages (including without limitation, consequential, punitive, incidental, special or increased damages and those related to personal injury, death or damage to property) and costs and expenses, of any kind, under any legal theory, arising from or related to this Sweepstakes, including but not limited to your entry and participation in this Sweepstakes, the acceptance and/or use (or misuse) of any prize, printing errors, any claims based upon rights of publicity and invasion of privacy. Entrant shall indemnify each of the Sweepstakes Parties from and against all claims or suits and any damages or costs (including reasonable attorneys' fees) arising from or relating to entrant's violation or inaccuracy of any warranties or representations made relating to this Sweepstakes. The Sweepstakes parties assume no responsibility for errors that may occur in the transmission of an entry. The Sweepstakes Parties are not responsible for any fraud or misconduct on the part of any participants or entrants in this Sweepstakes. Should any participant or entrant engage in fraud or misconduct of any nature, including but not limited to a violation of the Official Rules, such person shall be subject to immediate disqualification. Sponsor reserves the right to terminate, modify or amend the Sweepstakes at any time if the fairness, integrity, and/or proper administration of the Sweepstakes is jeopardized. IN NO EVENT SHALL ANY OF THE SWEEPSTAKES PARTIES BE LIABLE TO ENTRANT FOR ANY LOST PROFITS, OR FOR ANY SPECIAL, INCIDENTAL, CONSEQUENTIAL OR OTHER INDIRECT DAMAGES ARISING OUT OF OR IN CONNECTION WITH THIS SWEEPSTAKES. Entrant's sole damages shall be limited to entrant's actual out of pocket expenses, excluding attorneys' fees. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND RED BULL PARTIES HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSES AND/OR NON-INFRINGEMENT.

**9. Limitation on Liability:** Entrants assume all risk of loss, damage, destruction, delay or misdirection of materials/e-mail submitted to Sponsor. By entering, Entrant agrees to full Official Rules and to decisions of Sponsor, or their designated agent, which are final and legally binding in all respects and further agree that Prize will be awarded upon the condition that the Sweepstakes Parties shall be held harmless for any injuries, losses, or damages of any kind to persons or property, including death, sustained, in whole or in part, directly or indirectly, in connection with or resulting from acceptance, possession or

use/misuse of a Prize, or participation in this Sweepstakes or participation in or travel to any Sweepstakes related activities and further acknowledge that said parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any Prize. The Sweepstakes Parties are not responsible for technical, hardware, software, or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled, or delayed computer transmissions, whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by technical or human error which may occur and/or which may damage a user's system or limit an Entrant's ability to participate in the Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CIVIL LAW. SHOULD AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes or any element thereof. In the event of any such termination, Sponsor may attempt to select Potential Winners as described under the section titled "**Winners Selection**" above, using all eligible, non-suspect Entries received as of the date of action requiring such termination. Sponsor further reserves the right, at its discretion, to disqualify any individual who tampers with the entry process. Sponsor's failure to enforce any term of these Rules shall not constitute a waiver of that provision. Should any provision of these Official Rules be deemed unenforceable or invalid, the other provisions of these Official Rules shall remain in full force and effect.

**10. Governing Law:** By completing the act of entering the Sweepstakes, each Entrant agrees that the Sweepstakes shall be governed by the laws of the State of California, without regard to the conflicts of laws provisions of any jurisdiction, including California's, if those would apply the law of any state other than California's. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed and constructed in accordance with the laws of the State of California.

**11. Administration:** Sponsor is responsible for the collection, submission and processing of entries and the overall administration and execution of the Sweepstakes. Entrants should look solely to Sponsor at its business addresses provided below with any questions, comments or problems related to the Sweepstakes.

**12. Copy of Official Rules:** For a copy of the Official Rules or the Winner's List, email your request to: redbull@brandmovers.co with "Rules" or "Winner's List" in the Subject Line of the email. Please note that the Winner's List will be available after October 31, 2019.

**14. Sponsor: Red Bull North America, Inc. Santa Monica, CA, 1740 Stewart St., Santa Monica, CA 90404.**

**Administrator: Brandmovers, Inc., 590 Means Street, Suite 250, Atlanta, GA 30318.**

Any information provided in connection to the Sweepstakes will be handled according to the terms of Administrator's Privacy Policy: <http://brandmovers.com/privacy-policy/>

**ABBREVIATED RULES:**

**NO PURCHASE NECESSARY.** The AMPM Life is Beautiful Sweepstakes is open to residents of CA, OR, WA, AZ, NV, 18 and older. Void where prohibited. Starts at 12:00:00 AM ET on 6/5/19 and ends at 12:00:00 PM PT on 8/6/19. To enter, [www.redbull.com/lifeisbeautiful2019](http://www.redbull.com/lifeisbeautiful2019) and complete and submit the entry form. Odds of winning depend on the number of eligible entries received. Subject to full official rules at , [www.redbull.com/lifeisbeautiful2019](http://www.redbull.com/lifeisbeautiful2019) . Sponsor: Red Bull North America, Inc. Santa Monica, CA, 1740 Stewart St., Santa Monica, CA 90404.