

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES OR THE DISTRICT OF COLUMBIA, 21 YEARS OF AGE OR OVER AT THE TIME OF ENTRY.

1. **Sweepstakes Period:** The Absolut VIP Music Sweepstakes (the “**Sweepstakes**”) begins at 12:00:01 a.m. Eastern Time (“**ET**”) on October 8, 2018 and ends at 11:59:59 p.m. ET on January 4, 2019 (the “**Sweepstakes Period**”).
2. **How To Enter: There are two (2) ways to participate, as follows.**
 - a. Via Text/Site: To participate using a text-enabled cell phone/device, send a text message with the word “**CLEAR**” to the short code “**86677**”. Next, you will receive a text message back with instructions on how to visit the Site (as defined below) to complete the online entry form to receive one entry (the “**Entry**”) into corresponding monthly random drawing and the Grand Prize random drawing, as described below.

Data and text-messaging rates may apply. Text “**STOP**” to 86677 to stop. Text “**HELP**” to 86677 for help. Text messaging requires 2-way text messaging capable device.

- b. Via the Site Only: To enter the Sweepstakes during the Sweepstakes Period, visit absolutrewards.com (the “**Site**”) and complete the online entry form to receive one Entry into corresponding monthly random drawing and the Grand Prize random drawing, as described below. All eligible Entries must be received by 11:59:59 p.m. ET on January 4, 2019 to be eligible for the final monthly random drawing and the Grand Prize random drawing, as described below.

For the purposes of this Sweepstakes, a “month” is defined as beginning at 12:00:01 a.m. ET on the first day of each calendar month and ending at 11:59:59 p.m. ET on the last day of each calendar month, except for the first month which begins at 12:00:01 a.m. ET on October 8, 2018 and ends at 11:59:59 p.m. ET on October 31, 2018; and the last month, which begins at 12:00:01 a.m. ET on December 1, 2018 and ends at 11:59:59 p.m. ET on January 4, 2019. Entries will not carry forward to subsequent monthly random drawings, if any. Entries become the property of Sponsor upon receipt and will not be acknowledged or returned. Sponsor is not responsible for lost, late, misdirected, corrupted, incomplete or damaged Entries. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor.

Limit one (1) Entry per person.

NOTE ABOUT PARTICIPATING VIA TEXT USING A DEVICE: When you use your device and/or transmit data via your device, standard data/text messaging rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on rate plans and charges relating to your participation in this Sweepstakes. Check your device's capabilities for specific instructions.

3. **Eligibility:** Open to legal residents of the 50 United States or the District of Columbia (excluding PR and all US territories & possessions), 21 years of age or older as of date of Entry. Employees of Pernod Ricard USA, LLC (the “**Sponsor**”), Don Jagoda Associates, Inc. (“**Administrator**”), their respective affiliates, parents, subsidiaries, divisions, suppliers, distributors, retailers of alcohol-beverage products; and advertising, promotional and judging agencies (collectively “**Sponsor and its Administrators**”), and each of their respective employees, shareholders, directors, officers, members and agents and their immediate family members and/or those living in the same household of each are not eligible to participate or win. Void in PR and all US territories & possessions and where prohibited and subject to all federal, state and local laws.
4. **Sweepstakes Drawing:** One (1) Grand Prize winner will be selected in a random drawing on or about January 7, 2019 from among all eligible Entries received during the Sweepstakes Period. Ten (10) Monthly Prize winners per month (30 total) will be selected in separate random drawings on or about January 7, 2019 from among all eligible Entries received each month (as explained above) during the Sweepstakes Period. The random drawings will be conducted by the Administrator, an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. The odds of winning the Grand Prize will depend on the number of eligible Entries received. The odds of winning a Monthly Prize will depend on the number of eligible Entries received each month.
5. **Prizes and Approximate Retail Values (“ARV”):** Grand Prize (1): A 3-day/2-night trip for two (2) to Los Angeles, CA to attend the GRAMMYS® (the “**Event**”) on dates surrounding February 10, 2019. Trip includes round trip economy class air transportation from the major airport nearest the winner’s home to Los Angeles, CA; round trip ground transportation to/from Los Angeles, CA area airport/hotel, two (2) nights’ hotel accommodations, two (2) Sponsor-selected tickets to the Event, two (2) tickets to a Sponsor-selected after party (the “**Party**”), and \$500 spending money awarded as a check made payable to the winner (ARV: \$5,400). Monthly Prize (30 total, 10 per month): A code to be used towards three (3) months of a Sponsor-selected music streaming service (ARV: \$30 each). **ALCOHOL IS NOT PART OF ANY PRIZE.** Limit one (1) Monthly Prize per person during the Sweepstakes Period. Prizes are awarded “as is” without any warranty or guaranty of any kind, and Grand Prize tickets are subject to all of the ticket issuer’s terms and conditions. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute prize of equal or greater value in the event the prize is unavailable (except for the Event/Party, and in the event of cancellation, that portion of prize will be forfeited with no further compensation to winner). All federal, state and local taxes are the sole responsibility of winners.
6. **Grand Prize Rules:** Airline carrier's regulations and conditions apply. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Winner and travel companion must possess valid travel documents (i.e., valid government issued photo ID, etc.) in order to travel. Seat selection and timing of trips subject to availability and confirmation of reservations. Certain restrictions apply. Grand Prize trip must be taken on dates specified by Sponsor surrounding February 10, 2019 or prize will be forfeited. In the event Grand Prize winner lives within a 150-mile radius of Los Angeles, CA, , round-trip ground transportation will be provided in lieu of air transportation and no additional compensation will be provided for air transportation portion of Grand Prize. Winner and travel companion must wear appropriate attire and act in an appropriate manner (in Sponsor’s sole discretion) in order to attend the Event/Party or they may be ejected from the Event/Party with no further compensation to winner. In the event winner or his/her travel companion consumes alcoholic beverages

(not provided by Sponsor) while participating in any Prize-Experience-related activities, they do so at their own discretion and agree to hold Sponsor, their respective parents, subsidiaries, and affiliated companies and its agencies, harmless from any subsequent damages or third-party claims arising out of or related to such consumption. Travel must be round trip. Sponsor will not replace any lost, mutilated, or stolen travel vouchers or certificates. No refunds or credit for changes are allowed. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, meals, additional ground transportation, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges, personal charges at lodging, security fees, entertainment and transfers, are each Grand Prize Winner's sole responsibility. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute prize (or portion of prize) of equal or greater value in the event the prize is unavailable or cancelled for reasons out of Sponsor's control (except as specifically stated above for cancellation of the Event/Party). Grand Prize winner will be responsible for any other costs or expenses associated with the Grand Prize, including payment of applicable taxes. Travel companion must be twenty one (21) years of age or older and must travel on same itinerary and at the same time as the Grand Prize winner. Travel companion must execute liability/publicity release within forty eight (48) hours of receipt prior to issuance of travel documents.

- 7. General Rules:** Potential Grand Prize winner will be notified via email/email link. Potential Grand Prize winner will be required to sign and return, via email/email link, an Affidavit of Eligibility and liability and publicity release, except where prohibited, within forty eight (48) hours of notification. If potential Grand Prize winner fails to return the completed affidavit within forty eight (48) hours, or if affidavit is returned as undeliverable or if potential winner is deemed ineligible, the prize will be forfeited and an alternate winner will be selected, time permitting. Monthly Prizes will be sent via email to the email address provided at the time of registration within six-eight weeks after the conclusion of the Sweepstakes Period. Return of prize notification as undeliverable may result in disqualification and alternate selection, time permitting. All taxes related to the prize are the responsibility of winner. Acceptance of prize constitutes permission to Sponsor and its Administrators to use winners' names and likenesses for promotional purposes without further compensation except where prohibited by law. Winners, by accepting the prize, Grand Prize winner's travel companion, and all entrants, as a condition of entry/participation, agree, as applicable, to release and hold harmless Sponsor and its Administrators, their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies and their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Sweepstakes, from and against any and all liability, claims or actions of any kind whatsoever, for injuries, death, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of any prize awarded, or while preparing for, participating in or from any prize-related activity or for any typographical or other error in these Official Rules or the announcement or offering of the prizes. In the event of a dispute as to the identity of an entrant, the authorized account holder of the email account used to enter, will be deemed to be the entrant. "Authorized account holder" of the email account is defined as the natural person who is assigned to the email account by an internet service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes; violates these Official Rules; acts in an unsportsmanlike or disruptive manner: or acts with intent to annoy, abuse, threaten or harass any other person. Sponsor and its Administrators are not responsible for technical,

hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Sweepstakes which may limit the ability to participate, or by any human error which may occur in the processing of the Entries and administration of the Sweepstakes. Sponsor reserves the right to cancel, terminate or modify the Sweepstakes if it cannot be completed as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In such event, Sponsor will award the prizes in random drawing from among all eligible Entries received each month and overall prior to cancellation. As a condition of entering in the Sweepstakes, entrant agrees that: 1) under no circumstance will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with this Sweepstakes, or prize awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees.

8. **Winner:** For the name of the winner, available after 4, 2019, send a stamped, self-addressed envelope by March 4, 2019, to: The Absolut VIP Music Sweepstakes - Winners, 100 Marcus Dr. Attn: CG, Melville, NY 11747.
9. **Sponsor/Administrator:** The Sponsor of the Sweepstakes is Pernod Ricard USA, LLC, 250 Park Avenue, New York, NY 10177. The Administrator of the Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.

ENJOY RESPONSIBLY.

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