

**COORS LIGHT® 2006 AFC-NFC PRO BOWL® SWEEPSTAKES V
COMPLETE OFFICIAL RULES**

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF **GA** AND **SC** WHO ARE AT LEAST 21 YEARS OLD. VOID WHEREVER PROHIBITED BY LAW. This sweepstakes begins on or about **December 19, 2005**, and ends on **January 20, 2006** ("Promotion Period"). There are two ways to enter.

To enter using your shopper card: Each time you scan your shopper card at participating retailers' locations during the Promotion Period, you will be automatically entered into the sweepstakes. Limit one shopper card entry per person per day. **To enter by mail:** Legibly hand-print the following on a 3" x 5" card: Coors Light 2006 AFC-NFC Pro Bowl Sweepstakes V and your full name; complete address (no P.O. Boxes); ZIP code; daytime phone number, including area code; birth date; and e-mail address (used for notification purposes only); then mail it, with first-class postage affixed, in a hand-addressed envelope no larger than 4-1/8" x 9-1/2" (#10 envelope) to Coors Light 2006 AFC-NFC Pro Bowl Sweepstakes V, P.O. Box 118047, Charleston, SC 29423. Enter as often as you like, but limit one entry per outer mailing envelope. Sweepstakes begins on or about December 19, 2005. All sweepstakes entries must be postmarked by **January 20, 2006**, and received by January 23, 2006. Participants assume all risk of damaged, lost, late, misdirected, undelivered, postage-due, incomplete, or illegible entries. Facsimile and mechanically reproduced entries will not be accepted. All entries submitted become the sole property of Sponsor and will not be returned.

2. Prize will be awarded by random drawing, from all eligible entries received, on or about January 23, 2006. Grand Prize (1): A trip for two (2) to the 2006 AFC-NFC Pro Bowl game in Honolulu, Hawaii, on February 12, 2006. Prize includes round-trip coach air transportation for two (2) people from the major commercial airport nearest winner's home to Honolulu, Hawaii, departing on Thursday, February 9,

2006, and returning on Monday, February 13, 2006; four nights' standard sleeping-room accommodations, double occupancy; two (2) tickets to the 2006 AFC-NFC Pro Bowl game on February 12, 2006; and ground transportation to the game. **Important Notice:** Prize must be used on dates determined by Sponsor. If winner and guest cannot travel on the dates specified by Sponsor, the prize will be forfeited in its entirety. Travel arrangements must be made through a travel agent selected by Sponsor. Winner will be responsible for all gratuities, meals, transportation, and any other incidental costs or expenses not identified in these rules. If the prize cannot be fulfilled for any reason, winner will not be reimbursed for tickets. Tickets are subject to standard rain-check policies and procedures. Approximate Retail Value (ARV): \$5,500. Actual prize may vary depending upon point of departure or time of travel. Odds of winning depend on the total number of eligible entries received. Prize will be awarded assuming that sufficient eligible entries are received. The random drawing will be under the supervision of independent judges (Judges), whose decisions are final and binding on all matters regarding this sweepstakes. Participants agree to be bound by these Complete Official Rules and the decisions of the Judges.

3. Potential winner will be notified by mail and/or telephone (at Sponsor's sole discretion) and will be required to sign and return an Affidavit of Eligibility and Release of Liability/Publicity within three (3) days of notification. Winner's guest must be at least 21 years old at time of travel and will also be required to sign and return a Release of Liability/Publicity prior to travel. In the event of noncompliance, if the winner cannot be reached using the contact information provided on that winner's entry, or if the prize or prize notification is returned as unclaimed or is undeliverable for whatever reason beyond the control of Sponsor, the prize will be forfeited and an alternate winner will be selected if time permits. **If a winner cannot be confirmed and verified before January 30, 2006, that prize will not be awarded because of lack of time before the event.** Prize is not transferable. No cash or prize substitutions, except

the Sponsor reserves the right to substitute prizes of comparable value. Acceptance of a prize constitutes permission to use that winner's name, likeness, voice, biographical information, videotape, and photo for promotional and publicity purposes at no additional compensation unless prohibited by law. Prizewinner is solely responsible for any local, state, or federal taxes and any other fees or costs connected with any prize. By participating and accepting the prize, the winner releases and agrees to hold harmless Coors Brewing Company; The Integer Group®, LLC; and the NFL Entities (as defined below); and the retailer where the consumer entered the sweepstakes ("Retailer"); their respective parent companies, distributors, affiliates, and subsidiaries; the service agencies and independent contractors of any of the above organizations; and their respective directors, officers, employees, and agents (including advertising and promotion agencies) from any and all actions, claims, liabilities, losses, damages, costs, and expenses (including, without limitation, reasonable attorneys' fees and expenses), including, but not limited to, liability for any injuries, including, but not limited to, personal injury, bodily injury (including, without limitation, wrongful death or disability), property damage, or loss or damage of any other kind arising in whole or in part, directly or indirectly, from delivery/nondelivery, acceptance, possession, use, or misuse of the prize, or from participation in this sweepstakes, or any sweepstakes-related activity.

4. This sweepstakes is open only to legal residents of **GA** and **SC** who are at least 21 years old. Void wherever prohibited by law. All federal, state, and local laws and regulations apply. Persons in any of the following categories are **not** eligible to participate or win a prize: (a) persons who, since November 1, 2005, were or are employees or agents of Coors Brewing Company, The Integer Group, or the NFL Entities (as defined below) and their affiliates; their parent companies, affiliates, or subsidiaries; or the service agencies or independent contractors of any of the above organizations; (b) suppliers, distributors, or retailers of alcohol-beverage products; (c) individuals engaged in the development of, the production or distribution of materials for, or the implementation of this sweepstakes; or (d) employees of, persons

in the immediate family of, or persons living in the same household as any person in any of the preceding categories.

5. For the name of the prizewinner, send a self-addressed, stamped envelope to Coors Light 2006 AFC-NFC Pro Bowl Sweepstakes V, Attn. J. Powner, 1185 Sanctuary Pkwy, Suite #250, Alpharetta, GA 30004. All requests must be received by **January 30, 2005**.

6. Sponsor: Coors Brewing Company, Golden, CO 80401.

NFL Properties LLC; NFL Ventures, L.P.; NFL Ventures, Inc.; the NFL and its member professional football clubs; and each of their respective affiliates, subsidiaries, shareholders, representatives, officers, directors, agents, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way. All NFL related trademarks are trademarks of the National Football League.

©2005 COORS BREWING COMPANY, GOLDEN, CO 80401
BEER GGS000524