

Miller Lite Better Bolder Summer Sweepstakes
(Promotion MLR1258 – WV) FINAL

MILLER LITE BETTER BOLDER SUMMER SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY

To enter, fill out and sign this form, then mail to Miller Lite Better Bolder Summer Sweepstakes – c/o Kindred Communications, 401 11th Street - Suite 200, Huntington, WV 25701.

Name: _____

Address: _____ Apt. #: _____
(No P.O. Boxes accepted)

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Birth Date: _____

Email Address (optional): _____

Signature: _____

No purchase necessary. Must be 21 years of age or older and a legal resident of WV, OH, KY or VA to participate. Void in CA and where prohibited by law. Entries must be received by 07/18/08.

See Reverse Side for Official Rules.

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- HOW IT WORKS:** Beginning on or about 06/06/08, residents of WV, OH, KY or VA who are of legal drinking age at time of entry may enter to become a Semi-Finalist in the Miller Lite Better Bolder Summer Sweepstakes.
 - (24) Semi-Finalists will be selected via Rule 2(A), 2(B) and 2(C) Combined.
 - (12) Semi-Finalists will be selected via Rule 2(D), 2(E) and 2(F) Combined.
- HOW TO ENTER:** There are six (6) ways to enter this sweepstakes. You will be entered into the sweepstakes based on the form of entry, limit one winning entry per person:
 - A. On an official entry form or plain piece of 3" x 5" paper, sign your name and also hand print your complete name, address, birth date, store

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location, email address (optional) and daytime phone number. Mail your entry to Miller Lite Better Bolder Summer Sweepstakes – c/o Kindred Communications, 401 11th Street – Suite 200, Huntington, WV 25701. You may enter as often as you wish, but limit one entry per envelope. Entries must be received by 07/18/08. Not responsible for lost, late, mutilated, postage due, illegible or incomplete entries. All entries become the sole property of the Miller Brewing Company (“Sponsor”) and will not be returned.

- B. Beginning at 12:00:01 AM (ET) on 06/06/08 through 11:59:59 PM (ET) on 07/18/08, log on to www.planet927.com or www.wdgg.fm and follow the on-screen entry instructions. Entries must be received by 11:59:59 p.m. (ET) on 07/18/08 to be included into the random drawing. Limit one entry per person/per day.
- C. Beginning on 06/06/08 through 07/18/08, listen to 93.7 The Dawg or 92.7 The Planet for a chance to be become a Semi-Finalist in the Miller Lite Better Bolder Summer Sweepstakes. Listen for the random prompt to call throughout the day. If you are the designated caller to call provided phone number after the prompt, you will entered into the random drawing to be considered a Semi-Finalist in the Miller Lite Better Bolder Summer Sweepstakes (subject to verification).
- D. Beginning at 12:00:01 AM (ET) on 06/06/08 through 11:59:59 PM (ET) on 07/18/08, log on to www.wklc.com and follow the on-screen entry instructions. Entries must be received by 11:59:59 p.m. (ET) on 07/18/08 to be included into the random drawing. Limit one entry per person/per day.
- E. Beginning on 06/06/08 through 07/18/08, listen to ROCK 105 for a chance to be become a Semi-Finalist in the Miller Lite Better Bolder Summer Sweepstakes. Listen for the random prompt to call throughout the day. If you are the designated caller to call provided phone number after the prompt, you will entered into the random drawing to be considered a Semi-Finalist in the Miller Lite Better Bolder Summer Sweepstakes (subject to verification).

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- 2. **RANDOM DRAWINGS TO DETERMINE 36 SEMI-FINALISTS AND EVENT TO DETERMINE ONE (1) GRAND PRIZE WINNER:** A random drawing for twenty four (24) Semi-Finalists will be conducted from among all eligible entries received via Rule 2(A), 2(B) and 2(C) combined AND a random drawing for twelve (12) Semi-Finalists will be conducted from among all eligible entries received via Rule 2(D), 2(E) and 2(F) combined on or about 07/21/08. Kindred Communications, independent judging organizations, whose decisions on all matters relating to this sweepstakes are final, will conduct drawings. All Semi-Finalists will be notified by phone within three (3) days following the drawing date. All thirty-six (36) Semi-Finalists will be required to attend a Miller Lite Better Bolder Summer Sweepstakes event (the “Grand Prize Event”) on or about 07/31/08 at a location in Huntington, WV to be determined by Sponsor. Transportation to and from the Grand Prize Event and all other expenses are sole

responsibility of Semi-Finalist. Each of the thirty-six (36) Finalists will randomly be given one (1) key. Each Finalist will attempt to start the motorcycle with his or her key. The Finalist that has the key that starts the motorcycle will be considered the Grand Prize Winner, subject to verification of eligibility.

3. PRIZE AND APPROXIMATE RETAIL VALUE: One (1) Grand Prize:

prize includes one (1) 2008 Harley-Davidson® XL 1200N Sportster® 1200 Nightster® motorcycle (ARV \$10,000.00). Prize consists only of the item specifically listed as part of the prize and does not include additional options, license, insurance, title, registration fees and taxes. Winner must take delivery of prize at a Harley-Davidson® dealership as designated by Sponsor. Odds of becoming a Semi-Finalist depends on the number of eligible entries received from each method in Rule 2. Odds of a Semi-Finalist winning Grand Prize 1:36.

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4. GENERAL RULES: This sweepstakes is open to residents of WV, OH, KY and VA who are of legal drinking age at time of entry. Employees of Miller Brewing Company, SABMiller plc, Harley-Davidson Motor Company, Inc., and their representatives, affiliates, subsidiaries, distributors, advertising and promotion agencies, alcohol beverage retailers, their immediate family members and/or those living in the same household of each are NOT ELIGIBLE. This sweepstakes is void in CA and where prohibited by law, and is subject to federal, state and local laws and regulations. All federal, state and local taxes are the sole responsibility of winner. The potential Grand Prize winner will be required to execute an Affidavit of Eligibility/Release of Liability/Prize Acceptance form within five (5) days of attempted notification. Return of any prize notification as undeliverable will result in disqualification and an alternate will be selected. By accepting prize, winner agrees to hold Miller Brewing Company, SABMiller plc, Harley-Davidson Motor Company, Inc., Collaborative Marketing Group, Inc., Kindred Communications, their distributors and alcoholic beverage retailers, affiliates, subsidiaries, advertising and promotion agencies, as well as their respective affiliates, officers, directors, agents, employees and assigns, harmless against any and all claims arising out of use or misuse of prize and acknowledges that Released 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 the prize including, but not limited to, its quality or availability, except in regard to Sponsor and the standard written warranty statement provided with the motorcycle. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Acceptance of prize constitutes permission to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the official rules and the decisions of the Sponsor. No substitution or transfer of prize permitted, except Sponsor reserves the right to award a prize of equal or greater value. Sponsor not responsible for any typographical or other error in the printing of this offer, administration of the sweepstakes or in the announcement of prize. Sponsor not responsible for

incomplete, lost, late, damaged, illegible or misdirected mail/e-mail, or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor not responsible for any damage to any participant's computer system/software related to or resulting from participation or downloading any materials in this promotion. In the event of a dispute regarding any e-mail entry, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e., the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address). In the event Miller is prevented from continuing with this promotion, or the integrity and/or feasibility of the promotion is severely undermined by any event beyond Miller's control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within Miller's control (each a "Force Majeure" event or occurrence), Miller shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion without further obligation. If Miller, in its discretion, elects to abbreviate the promotion as a result of a Force Majeure event, Miller reserves the right, but not the obligation, to award the prize from among all valid and eligible entries received up to the time of such Force Majeure event, in a random drawing. In no event will more prizes be awarded than stated in Rule #3. Harley-Davidson Motor Company, Inc. is merely a prize provider and has no responsibility in the conduct or administration of this promotion.

5. **RULES REQUEST:** For a copy of the official rules, send a self-addressed, stamped business size (#10) envelope postmarked by 07/31/08 to: MILLER LITE BETTER BOLDER SUMMER SWEEPSTAKES RULES REQUEST – C/O KINDRED COMMUNICATIONS, 401 11TH STREET - SUITE 200, HUNTINGTON, WV 25701.

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6. **WINNER LIST:** For the name of the winner, send a separate, self-addressed, stamped #10 envelope postmarked by 07/31/08 to: MILLER LITE BETTER BOLDER SUMMER SWEEPSTAKES WINNER LIST – C/O KINDRED COMMUNICATIONS, 401 11TH STREET – SUITE 200, HUNTINGTON, WV 25701.

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