

IGERS BOSTON UFO SIGHTING OVERVIEW

MUST BE 21+ TO ENTER.

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.

- IGers Boston UFO Sighting Contest #IGERSBOSTON_UFO runs from July 19th until July 31st 2017.
- Follow and tag both @ufobeers, @IGersBoston on the picture and use hashtags #ufosighting #IGersBoston_UFO to be eligible for the grand prize.
- We all know that Boston in the summer is “out of this world”, so in this contest hosted by UFO Beers we want to see your #ufosighting in the beautiful Boston area! The contest theme is that Boston in the Summer is ‘Out of This World’ and we want to see where your #ufosighting is! The contest is based on the picture that most beautifully captures Boston being out of this world in the summertime and incorporates the appropriate hashtags of #ufosighting #IGersBoston_UFO and follows @UFOBeers on Instagram.
- No limit on the number of entries.
- The top 25 pictures submitted as determined by judges from UFO Beer and IGersBoston will be invited to a special event at the Harpoon Brewery on August 11th from 6:30 p.m. to 8:30 p.m.
- The invitees at this exclusive event at the Harpoon Brewery will vote on their favorite three images, which then will be turned into coasters and distributed to local bars and restaurants in the Greater Boston Area.
- Images submitted to #ufosighting and/or #IGersBoston_UFO may be featured on UFO Beers and/or IGersBoston blogs and social media channels.

UFO SIGHTING CONTEST RULES

1. **Eligibility:** This Contest is open only to those who are 21 years of age or older as of the date of entry. The Contest is only open to legal residents of the United States, and is void where prohibited by law. UFO Beers, its affiliates, subsidiaries, advertising and promotion agencies, are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited, no purchase necessary to enter.
2. **Agreement to Rules:** By participating, the Contestant (“You”) agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of UFO Beers as final and binding as it relates to the content of this Contest.
3. **Contest Period:** Entries will be accepted via Instagram post starting on July 19th, 2017 at 12:01 am EST time, and ending July 31st 2017 at 11:59pm, EST. All entries must be received by July 31st 2017 at 11:59pm, EST.
4. **How to Enter:** To enter the Contest, upload your image to Instagram with scenes of Boston being out of this world with the #ufosighting #igersboston_UFO and follow @UFObeers. You can learn more about the contest on igersboston.com/ufosighting. The entry must fulfill all

Contest requirements, as specified, to be eligible to win a prize. Entrants must have an active and non-private Instagram account. For the Instagram Terms of Use, visit <http://instagram.com/legal/terms/>. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of UFOBeers and/or IGersBoston. You may enter multiple image submissions during the contest period. You must provide the information requested. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of UFO Beers and/or IGersBoston. No purchase necessary, must be 21+ to enter.

5. **ENTRY REQUIREMENTS:** Entry must be an original picture taken by the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. By submitting an Entry, entrant warrants and represents that he/she consents to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein. Entries may not contain, as determined by Sponsor's sole discretion, any content that:

- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; obscene or offensive;
- Promotes irresponsible, excessive and/or underage consumption of alcohol; promotes illegal drugs, tobacco, firearms/weapons, or any particular political agenda or message;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains information about a competitive company;
- Contains trademarks, trade names or copyrighted materials owned by others;
- Contains any personal identification, such as license plate numbers, personal names (other than just first name), email or street addresses;
- Communicates messages inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and/or
- Violates any law or infringes upon the rights of any other person or company.

6. **Prizes:** Twenty-five (25) finalist submissions will be offered an exclusive invitation to a private event at the Harpoon Brewery. From there, three (3) winners will be chosen from a vote at the event at the Harpoon Brewery to have their photo printed on a coaster and distributed to local bars and restaurants in the Greater Boston Area, with credit given to the photographer. The specifics of the prize shall be solely determined by UFO Beers. No cash or other prize substitution shall be permitted except at UFO Beers' discretion. The prize is nontransferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for UFO Beers to use

Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

7. **Odds:** The odds of winning depend on the number of eligible entries received.

8. **Winner Selection and Notification:** Twenty-five (25) finalists will be selected by vote by a panel from UFO Beers and IGersBoston. These 25 finalists will be notified by IGersBoston and invited to an exclusive event at the Harpoon Brewery (RSVP required). These individuals will come to the brewery to vote on their favorite three images at an exclusive party and the three finalist images receiving the most votes by the end of the voting period will be declared the winner and will be reposted as the contest winner in both the IGersBoston and UFOBeers Instagram accounts. Following the event, the 3 winners' pictures will be turned into coasters to be distributed in the Greater Boston Area. In addition to the public winner announcement on the aforementioned Instagram channels, the winner will be notified by Direct Message on social media within five (5) days. Neither UFOBeers or IGersBoston shall have any liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 10 days from the time award notification was sent, the prize may be forfeited and an alternate Winner will be selected. Winners may be required to present a photo ID and age verification to claim prize. Winners must use their full names to accept prize. Receipt by Winner of the prize offered in this Contest is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT UFO BEER'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

9. **Rights Granted by You:** By entering content (photo or video), You understand and agree that UFO Beers and anyone acting on behalf of UFO Beers shall have the right, where permitted by law, to publish, distribute and use in social and digital media now known or hereafter developed, in perpetuity and throughout the World, without any further compensation, notice, review, or consent. Photographers will be given credit on all pieces used on UFO Beers social and digital platforms. If UFO Beers would like to use photographs in other mediums, they will reach out to the photographer and the two parties can work towards an agreement. By entering this contest, You represent and warrant that your entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of UFO Beers if the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party. You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless UFO Beers from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which UFO Beers may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

- 10. Terms & Conditions:** UFO Beers reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest should a virus, bug, non-authorized human intervention, fraud, or other cause beyond UFO Beers' control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, UFO Beers may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by UFO Beers. UFO Beers reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Terms & Conditions. UFO Beers has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to: multiple entries from the same user from different identities; multiple entries from the same user in excess of that allowed by Contest rules; or the use of bots, macros, scripts, or other technical means for entering and/or manipulating the result. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such attempt be made, UFO Beers reserves the right to seek damages to the fullest extent permitted by law.
- 11. Limitation of Liability:** By entering, You agree to release and hold harmless UFO Beers and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.
- 12. Disputes:** This Contest is governed by the laws of The United States and Massachusetts, without respect to conflict of law doctrines. As a condition of participating in this Contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Massachusetts having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Contest). Participant further waives all rights to have damages multiplied or increased.
- 13. Winners List:** To obtain a copy of the Winner's name or a copy of these Official Rules, email your request to: ufoinfo@ufobeer.com

14. Social Media: The Contest is hosted by UFO Beers and is in no way sponsored, endorsed, administered by, or associated with Instagram.