

## RUSSIAN STANDARD GOLD BRING HOME THE GOLD SWEEPSTAKES Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. Message and data rates may apply.** Text **STOP** to 89074 to opt out. Text **HELP** to 89074 for information. If you enter via text-messaging, you will receive five (5) text messages in response to your request from an automated system. Consent to receive text messaging is not required to buy goods and services. Participation in the Promotion is subject to the Sponsor's Privacy Policy, <http://russianstandard.com/privacy-policy> To view Mobile Terms and Conditions, visit <http://www.helloworld.com/terms>. You may not be able to participate by text messages through all wireless carriers. By entering you accept the Privacy Policy and the Mobile Terms and Conditions and other terms of these Official Rules.

**1. Eligibility:** Russian Standard Bring Home the Gold Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least twenty-one (21) years old at the time of entry, except as otherwise prohibited by relevant local laws, rules and regulations. Employees of Roust USA ("Sponsor"), Russian Standard Vodka, and HelloWorld, Inc. ("Administrator"), and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Roust USA, 747 Third Avenue, Suite 30A, New York, NY 10017. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing and Entry Periods:** The Sweepstakes begins on March 6, 2019 at 12:00 a.m. Eastern Time ("ET"), ends on December 31, 2019 at 11:59 p.m. ET (the "Promotion Period"), and consists of forty-three (43) weekly entry periods (each a "Weekly Entry Period") as set forth below in Appendix A. For purposes of this Sweepstakes, each "Week" begins at 12:00 a.m. ET on a Wednesday and ends at 11:59 p.m. ET on the following Tuesday. Administrator's computer is the official time keeping device for this Sweepstakes.

**4. How to Enter:** By submitting an entry, you fully and unconditionally agree to be bound by these Official Rules and the accompanying policies and other documents referenced here. The decisions of the Sponsor and/or Administrator shall be final and binding in all matters relating to the Sweepstakes, including without limitation, participation, eligibility, drawing, and awarding. All entries must be submitted during the Promotion Period. Limit of entry as herein stated. Any entries received in excess of the above stated limitation will be void.

### There are three (3) ways to enter:

- a. **Make a Qualifying Purchase:** During the Program Period, visit your local retail location and purchase at least one (1) bottle of Russian Standard Gold Vodka of 750ml or larger (a "Qualifying Purchase"). **Be sure to keep your receipt.** Take a photo of your entire receipt. The image must be clear and legible and include the purchase date and timestamp of your receipt, show the Qualifying Purchase(s), including the price of the Qualifying Purchase(s) as well as the total amount of money spent on the receipt. You may choose to upload your receipt via the Website or by text message, as outlined herein:
  - I. Upload Receipt Image Online: Visit <https://russianstandardvodka.promo.eprize.com/gold/> ("Website"), during the Promotion Period, and complete and submit the registration form. Then, upload the image of your receipt. Once your receipt is validated to contain a purchase of at least one bottle of Russian Standard Gold 750ml or larger, you will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing. Multiple bottle

purchases on one receipt still will receive one entry. Non-winning entries will not carryover into subsequent Weekly Entry Period drawing(s).

- II. Upload Receipt Image via MMS/Text: Using a two-way text-messaging capable device ("Device"), text "RSVODKA" to 89074. Then, confirm that you want to continue to participate by responding with a "Yes" or a "No" text message. If you respond "Yes", and once prompted, provide your date of birth and MMS/text the image of your receipt. Once your receipt is validated to contain a purchase of at least one bottle of Russian Standard Gold 750ml or larger, you will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing. Multiple bottle purchases on one receipt still will receive one entry. Non-winning entries will not carryover into subsequent Weekly Entry Period drawing(s).

If you enter via text-messaging, you will receive five (5) text messages in response from an automated system. **Standard message and data rates may apply.** Text **STOP** to 89074 to stop. Text **HELP** to 89074 to get help. Consent is not required to buy goods and services. **Please consult the terms and conditions in your individual service plan prior to participating via mobile device.** To view the Sponsor's Mobile Privacy Policy, see <http://russianstandard.com/privacy-policy>. To view the Administrator's Mobile Terms and Conditions, visit <http://www.helloworld.com/terms>. By entering you accept the Privacy Policy and the Mobile Terms and Conditions and other terms of these Official Rules.

**b. Mail-in Alternate Method:** To enter without making a purchase or texting, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Russian Standard Gold Bring Home the Gold Sweepstakes," c/o HelloWorld, Inc., P.O. Box 5021, Department 839639, Kalamazoo, MI 49003-5021. You will receive one (1) entry into the applicable Weekly Entry Period drawing. Non-winning entries will not carryover into subsequent Weekly Entry Period drawing(s). Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked and received by the dates listed below in Appendix A. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

**Limit:** Each entrant may enter one (1) time per Week by any method or combination of methods of entry during the Promotion Period. Multiple entrants are not permitted to share the same email address or Device. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Devices, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or entry, the authorized account holder of the email address or the text-messaging capable device used to register will be deemed to be the entrant or player. The "authorized account holder" of an email address, is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Otherwise, the "authorized account holder" of a Device is the natural person in whose name the Device has been issued and the services are billed. Potential winners may be required to show proof of being an authorized account holder.

**5. Winner Determination and Verification:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of potential winners are final and binding in all matters related to the Sweepstakes. Receiving a prize is contingent upon compliance with these Official Rules. Administrator will randomly select each potential Sweepstakes winner, from all eligible entries received for the applicable Weekly Entry Period on or around the dates listed below in Appendix A. The potential winners will be notified by email, text message, phone, or mail after the date of random drawing. Each potential winner will be required to sign and return a Declaration of Compliance, Liability & Publicity Release ("Declaration") to Administrator within five (5) days of the date

notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period if applicable, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Prizes will be fulfilled 10-12 weeks after the conclusion of the Sweepstakes.

## **6. Odds of Winning and Prizes:**

Odds of winning a prize depend on the number of eligible entries received during the applicable Weekly Entry Period.

FORTY-THREE (43) GRAND PRIZES (one (1) per Weekly Entry Period): One (1) 1oz Gold Bar. Approximate Retail Value ("ARV"): \$1,250.00.

The actual value may vary based on the fluctuation in the value of gold. Winner will not receive difference the between actual and approximate retail value. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Prizes are 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 for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$53,750.00. Limit: one (1) prize per person/household. No portion of the prize includes an alcoholic beverage. **All federal, state, and local taxes, fees, and surcharges on any prize are the sole responsibility of winner of the prize. Winner will be issued an IRS Form 1099-MISC early in the year following the year in which prize was awarded for filing with his/her federal and state tax returns. Sponsor complies with all tax reporting requirements. The amount of any tax liability will vary depending on winner's tax bracket.**

**7. Release and Indemnification:** By submitting entries, participating in the Sweepstakes, or receiving of any prize, winners agree to release and hold harmless Sponsor, Russian Standard Vodka, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, prize suppliers, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

By participating and/or accepting a prize, entrants, winner, and guest acknowledge and agree to release and hold harmless Sponsor, Administrator, their advertising and promotional agencies, and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, and directors ("Released Parties") from any and all liability for loss, harm, damage, injury, cost, or expense whatsoever, including, without limitation, property damage, personal injury, and/or death that may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance, and/or use or misuse of prize or participation in any Sweepstakes-related activity, including any travel/activity related thereto, including, but not limited to, any claims based on publicity rights, defamation or invasion of privacy, and merchandise delivery. Sponsor shall not be responsible for any cancellations, delays, diversions, substitutions, or omissions whatsoever by any transportation companies or any other persons providing any services to winner, including any results thereof, such as changes in services or location necessitated by same. Sponsor is not responsible if any part of a Sweepstakes prize cannot be awarded due to acts of God, acts of war, natural disasters, weather, or acts of terrorism. Sponsor shall not be liable for any loss or damage to personal belongings. Entrants who do not comply with these Official Rules or who attempt to interfere with this Sweepstakes in any way shall be disqualified.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, image and likeness, photograph, video and audio

recordings, voice, statements and opinions and/or hometown and state, or other biographical information for promotional purposes in any media, worldwide, without further payment or consideration, except where prohibited by law.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, including in the event of any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any other event necessitating the suspension, modification, or cancelation, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion, any law, rule, or regulation, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** To the fullest extent of the law, the Released Parties are not responsible for any action or omission in the conduct and administration of the Sweepstakes, including but limited to: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in cellular networks, phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) technical or human error which may occur in the awarding of Sweepstakes prizes or documentation related to the awarding of prizes, including the sending or receipt of duplicate win messages in excess of the stated number of prizes an entrant can win; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise inadvertently destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible, all in Sponsor's discretion. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims. The Sweepstakes constitute a gratuitous promise by Sponsor and Administrator and entry does not constitute a contract nor impose any further obligation upon any party in connection with these Sweepstakes.

**11. Choice of Law and Dispute Resolution:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules.

You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions, you will send a written notice to the Administrator ("Demand"). You agree that the

requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules or the Administrator's Mobile Terms and Conditions. You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received any further action shall be resolved exclusively by the American Arbitration Association (the "Arbitrator"). **For the avoidance of doubt, any dispute arising out of or relating to these Rules or any Related Policies, Terms, and Conditions, including the validity of this arbitration clause, shall be exclusively and finally resolved by the American Arbitration Association in accordance with applicable rules. The number of arbitrators shall be one. The seat of arbitration shall be New York, New York.**

This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. The Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, or the Administrator's Mobile Terms and Conditions, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

This arbitration provision shall survive conclusion, modification or termination of the Sweepstakes and suspension, revocation, closure, modification, or amendments to the Official Rules, the Administrator's Mobile Terms and Conditions, and any aspect of the relationship of the parties relating to or arising from participation in the Sweepstakes.

**12. Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://russianstandard.com/privacy-policy>) and Administrator's privacy policy (<http://www.helloworld.com/privacy-policy>).

**13. Winner List:** For a winner list, visit <http://bit.ly/2Bp4VUJ>. The winner list will be posted after winner confirmation is complete.

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**Appendix A**

<b>Weekly Entry Period</b>	<b>Start Date (at 12:00 a.m. ET)</b>	<b>End Date (at 11:59 p.m. ET)</b>	<b>Mail-In Postmark Date</b>	<b>Mail-In Receive By Date</b>	<b>Approximate Draw Date</b>
1	March 6, 2019	March 12, 2019	March 13, 2019	March 20, 2019	March 25, 2019
2	March 13, 2019	March 19, 2019	March 20, 2019	March 27, 2019	April 1, 2019
3	March 20, 2019	March 26, 2019	March 27, 2019	April 3, 2019	April 8, 2019
4	March 27, 2019	April 2, 2019	April 3, 2019	April 10, 2019	April 15, 2019
5	April 3, 2019	April 9, 2019	April 10, 2019	April 17, 2019	April 22, 2019
6	April 10, 2019	April 16, 2019	April 17, 2019	April 24, 2019	April 29, 2019
7	April 17, 2019	April 23, 2019	April 24, 2019	May 1, 2019	May 6, 2019
8	April 24, 2019	April 30, 2019	May 1, 2019	May 8, 2019	May 13, 2019
9	May 1, 2019	May 7, 2019	May 8, 2019	May 15, 2019	May 20, 2019
10	May 8, 2019	May 14, 2019	May 15, 2019	May 22, 2019	May 28, 2019
11	May 15, 2019	May 21, 2019	May 22, 2019	May 29, 2019	June 3, 2019
12	May 22, 2019	May 28, 2019	May 29, 2019	June 5, 2019	June 10, 2019
13	May 29, 2019	June 4, 2019	June 5, 2019	June 12, 2019	June 17, 2019
14	June 5, 2019	June 11, 2019	June 12, 2019	June 19, 2019	June 24, 2019
15	June 12, 2019	June 18, 2019	June 19, 2019	June 26, 2019	July 1, 2019
16	June 19, 2019	June 25, 2019	June 26, 2019	July 3, 2019	July 8, 2019

17	June 26, 2019	July 2, 2019	July 3, 2019	July 10, 2019	July 15, 2019
18	July 3, 2019	July 9, 2019	July 10, 2019	July 17, 2019	July 22, 2019
19	July 10, 2019	July 16, 2019	July 17, 2019	July 24, 2019	July 29, 2019
20	July 17, 2019	July 23, 2019	July 24, 2019	July 31, 2019	August 5, 2019
21	July 24, 2019	July 30, 2019	July 31, 2019	August 7, 2019	August 12, 2019
22	July 31, 2019	August 6, 2019	August 7, 2019	August 14, 2019	August 19, 2019
23	August 7, 2019	August 13, 2019	August 14, 2019	August 21, 2019	August 26, 2019
24	August 14, 2019	August 20, 2019	August 21, 2019	August 28, 2019	September 3, 2019
25	August 21, 2019	August 27, 2019	August 28, 2019	September 4, 2019	September 9, 2019
26	August 28, 2019	September 3, 2019	September 4, 2019	September 11, 2019	September 16, 2019
27	September 4, 2019	September 10, 2019	September 11, 2019	September 18, 2019	September 23, 2019
28	September 11, 2019	September 17, 2019	September 18, 2019	September 25, 2019	September 30, 2019
29	September 18, 2019	September 24, 2019	September 25, 2019	October 2, 2019	October 7, 2019
30	September 25, 2019	October 1, 2019	October 2, 2019	October 9, 2019	October 14, 2019
31	October 2, 2019	October 8, 2019	October 9, 2019	October 16, 2019	October 21, 2019
32	October 9, 2019	October 15, 2019	October 16, 2019	October 23, 2019	October 28, 2019
33	October 16, 2019	October 22, 2019	October 23, 2019	October 30, 2019	November 4, 2019
34	October 23, 2019	October 29, 2019	October 30, 2019	November 6, 2019	November 11, 2019

35	October 30, 2019	November 5, 2019	November 6, 2019	November 13, 2019	November 18, 2019
36	November 6, 2019	November 12, 2019	November 13, 2019	November 20, 2019	November 25, 2019
37	November 13, 2019	November 19, 2019	November 20, 2019	November 27, 2019	December 2, 2019
38	November 20, 2019	November 26, 2019	November 27, 2019	December 4, 2019	December 9, 2019
39	November 27, 2019	December 3, 2019	December 4, 2019	December 11, 2019	December 16, 2019
40	December 4, 2019	December 10, 2019	December 11, 2019	December 18, 2019	December 23, 2019
41	December 11, 2019	December 17, 2019	December 18, 2019	December 26, 2019	December 30, 2019
42	December 18, 2019	December 24, 2019	December 26, 2019	January 3, 2020	January 8, 2020
43	December 25, 2019	December 31, 2019	January 3, 2020	January 8, 2020	January 13, 2020