

Traveller Whiskey Made for the Moment Sweepstakes

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING SWEEPSTAKES IS VALID ONLY IN THE FIFTY (50) UNITED STATES ("U.S.") AND DISTRICT OF COLUMBIA ("D.C."), AND IS OPEN ONLY TO QUALIFIED PERSONS (AS DEFINED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. BY PARTICIPATING IN THIS SWEEPSTAKES, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF SPONSOR AND ADMINISTRATOR. DO NOT PARTICIPATE IN THE SWEEPSTAKES IF YOU DO NOT AGREE TO THESE OFFICIAL RULES AND FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

Sweepstakes Name: Traveller Whiskey Made for the Moment Sweepstakes (the "Sweepstakes").

Sweepstakes Dates: Registration begins at 12:00:01am Eastern Time ("ET") on **12/15/2025** and ends at 11:59:59pm ET on **2/28/2026** (the "Registration Period"). The Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void outside of the (50) U.S. and D.C., and wherever restricted or prohibited by law.

Who may Enter: Sweepstakes is open only to legal residents of the (50) U.S. and D.C., who are age 21 or older as of date of entry, and have a valid driver's license or government issued photo ID, except the following persons who are not eligible to enter, participate or win:

- (a) Employees, officers, and directors of **Sazerac Company, Inc.** ("Sponsor"), **Million Dollar Media** (the "Sweepstakes Administrator"), each of their respective franchisees, parents, affiliated companies, subsidiaries, contractors, distributors or wholesalers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this promotion, or any employees, officers, directors, members, shareholders or agents of any alcohol-beverage retailers, distributors, wholesalers or manufacturers (collectively, "Released Parties"), and the members of the immediate families or households, whether or not related, of any of the above. "Immediate family members" includes, for purposes of this promotion, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grandchildren (including step grandchildren) and each of their respective spouses, regardless of where they reside.

How to Enter – Online Registration: To enter, visit www.TravellerMadeForTheMoment.com during the "Registration Period". Each entrant must fully complete the online registration page with all required information including his/her name, valid email address, phone number (*including area code*), state of residence, and date of birth. After having read and agreed to these Official Rules, click the submit button to submit your online entry. All online entries must be fully complete for all required information and must be received by 11:59pm ET on **2/28/2026** to be eligible.

Any available opt-in opportunities are not required to enter the Sweepstakes, and opting-in will not improve your chances of winning. By participating and submitting an entry, entrant agrees that Sponsor and participating parties are authorized to contact entrant via email, text, mail, phone or any other form of media to make entrant aware of information pertinent to the Sweepstakes, and to distribute information regarding the Sponsor(s) featured products, special events or future sweepstakes, contests, promotions or offers. Entrants may opt-out of any further email communication at any time by simply replying REMOVE to any email message, or following the provided opt-out instructions.

Maximum of one entry per person. Any incomplete or illegible entries will be disqualified. Any entry submitted with an invalid email address or other inaccurate, incomplete, false or incorrect information will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged entries, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information for any reason including programming or technical errors, or effects of hackers or failure of any electronic equipment, computer or cellular transmissions and/or network connections; all of which will be disqualified.

Each entrant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person's email address, name or mobile number will be disqualified and ineligible to claim any prize.

Any attempt by any entrant to obtain more than the stated number of entries allowed by using same, multiple/different email addresses, mobile numbers, identities, or any other methods void that entrant's entries and that entrant may be disqualified. No mechanically reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void. All entries received become the property of the Sponsor and will not be returned.

In the event of a dispute as to any online registration, the authorized account holder of the email address used to register will be deemed to be the registrant and he/she must be eligible according to these Official Rules. The "authorized email account holder" 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.

By registering to enter Sweepstakes, you affirm that you have read and accepted these Official Sweepstakes Rules. All entrants agree to be bound by and abide by the official rules of the Sweepstakes.

Winner Selection and Notification (maximum 5 grand prize winners, 25 first prize winners, and 75 second prize winners): On or about **3/1/2026**, a maximum of five (5) potential grand prize winners, twenty-five (25) potential first prize winners, and seventy-five (75) second prize winners will be randomly selected from among all eligible entries received.

- **NOTE: There is a maximum of one (1) prize per person, email address, or household.** If eligible entries are less than the scheduled number of prizes available, then associated prize award(s) shall not be awarded.

Potential winners will be notified initially by phone and/or email following their selection. If the Administrator is unsuccessful in its attempt to reach and speak directly with a selected potential prize winner by phone within **48-hours** of the initial notification attempt to the phone number and/or email address associated with that entrant's entry, then that entrant may be disqualified and an alternate potential winner may be randomly selected from among the remaining eligible entries and notified as per the procedures outlined above (*time permitting*).

- **Note: phone messages will not be left during the winner notification process.**

During winner notification, the selected potential winners must confirm their eligibility, and indicate their willingness and ability to accept the prize. Each potential winner will then receive official notification via email delivery, including prize acceptance documents which must be completed and returned per the provided instructions and as outlined below. If any selected winner does not meet the eligibility requirements, or is unable or unwilling to accept the prize, elects to decline the prize or fails to return the required prize acceptance documents within the required time frame, s/he will be disqualified and, at Sponsor's discretion and time permitting, an alternate winner will be randomly selected from among all remaining eligible entries and notified as per the procedures outlined above. Any disqualified entrant will not receive any alternate prize substitution or compensation. **Decisions of the Administrator in the selection and determination of each winner and all matters relating to this Sweepstakes are final and binding.**

All of the following will apply to each potential winner: 1) winner will be required to complete and return, within **3-days** of date of receipt, a prize acceptance form, including an affidavit of eligibility and a liability/publicity release (where permitted) and a W-9 form in order to be eligible to claim the prize if prize value exceeds \$600; 2) winner may be required to present a copy of a valid driver's license or government issued photo ID with valid residential address and a copy of a valid social security card as a condition of receiving the prize, and (3) winner shall be solely responsible for paying all applicable taxes (including, but not limited to, all local, state and federal taxes) that may be or become due in connection with their respective prize award, and winner shall be issued a 1099 form reflecting the value of the prize award.

Grand Prize Awards (maximum 5 prize awards): Each eligible entrant designated as a grand prize winner shall be awarded the choice of one (1) Traveller Whiskey *Made for the Moment* Experience (*see below*). Each grand prize winner may select only one (1) experience from the three options below, and once the winner has made their choice, cannot change or alter their selection. Each grand prize has a maximum approximate retail value ("ARV") not to exceed \$3,150.

Grand Prize Option 1: A trip for the winner and one (1) guest (*age 21 or older*) to a Sponsor designated Chris Stapleton concert within the continental forty-eight (48) United States, and shall include:

- Two (2) tickets for the winner and one (1) guest, age 21 or older, to a Sponsor designated Chris Stapleton concert;
- Coach-class roundtrip airfare for the winner and one (1) guest, age 21 or older, from the Sponsor-designated nearest major metro airport to the winner's residence as provided during registration to the Sponsor designated airport nearest the designated concert location;
 - NOTE: If grand prize winner resides within 250-miles of the greater metropolitan area of the designated concert location, Sponsor reserves the right to provide one (1) \$500 gift card toward ground transportation in lieu of airfare.
- One (1)-night in a Sponsor-designated standard double-occupancy hotel in the city of the concert;
 - Hotel brand, room type, date of stay, and location as designated and determined by Sponsor, subject to availability.
- One (1) \$250 gift card from the Sponsor-designated gift card provider toward ground transportation and incidentals.
 - Gift card subject to the terms and conditions, including any expiration, of the issuing gift card provider policy.

Grand Prize Option 2: A trip for the winner and one (1) guest (*age 21 or older*) to the Buffalo Trace Distillery in Frankfort, KY, and shall include:

- A Buffalo Trace Distillery tour for the winner and one (1) guest, age 21 or older;
 - Date, time, and tour type as solely determined and designated by Sponsor, subject to blackout dates and availability.
- Coach-class roundtrip airfare for the winner and one (1) guest, age 21 or older, from the Sponsor-designated nearest major metro airport to the winner's residence as provided during registration to the Sponsor designated airport nearest Frankfort, KY (*either Lexington or Louisville, KY*);
 - NOTE: If grand prize winner resides within 250-miles of the greater metropolitan area of the designated concert location, Sponsor reserves the right to provide one (1) \$500 gift card toward ground transportation in lieu of airfare.
- One (1)-night in a Sponsor-designated standard double-occupancy hotel in the city of the concert;
 - Hotel brand, room type, date of stay, and location as designated and determined by Sponsor, subject to availability.
- One (1) \$250 gift card from the Sponsor-designated gift card provider toward ground transportation and incidentals.
 - Gift card subject to the terms and conditions, including any expiration, of the issuing gift card provider policy.

Grand Prize Option 3: A trip for the winner and one (1) guest (*age 21 or older*) to Los Angeles, CA for a Big Game Experience, and shall include:

- Two (2) tickets for the winner and one (1) guest, age 21 or older, to a Sponsor designated sporting event or watch party scheduled to take place on February 14, 2027;
- Coach class airfare departing February 14, 2027 and returning February 15, 2027 for the winner and one (1) guest, age 21 or older, from the Sponsor designated nearest major metro airport to the winner's residence as provided during registration to Los Angeles, CA (*airport as designated by Sponsor*);
 - NOTE: If grand prize winner resides within 250-miles of the greater Los Angeles, CA metropolitan area, Sponsor reserves the right to provide one (1) \$500 gift card toward ground transportation in lieu of airfare. Gift card as solely designated and determined by Sponsor and subject to the terms and conditions, including any expiration, of the issuing gift card provider policy.
- One (1)-night in a Sponsor-designated standard double-occupancy hotel in Los Angeles, CA checking in on February 14, 2027 and departing on February 15, 2027;
 - Hotel brand, room type, and location as designated and determined by Sponsor, subject to availability.
- One (1) \$250 gift card from the Sponsor-designated gift card provider. Gift card subject to the terms and conditions, including any expiration, of the issuing gift card provider policy.

Grand prize experience must be selected at time of prize claim, and travel must be booked a minimum of four (4) weeks prior to initial date of travel. Each grand prize winner will have a maximum of eighteen (18) months to complete their grand prize experience (*if Option 1 or Option 2 is chosen*), or prize award shall be forfeit, and no other prize or compensation will be awarded.

First Prize Awards (maximum 25 prize awards): Each eligible entrant designated as a first prize winner shall be awarded two (2) tickets for the winner and one (1) guest, age 21 or older, to a Sponsor designated Chris Stapleton concert within the continental forty-eight (48) United States. No travel or travel reimbursement is included. ARV of each first prize award is \$300.

Award tickets are subject to blackout dates and availability, and must be requested a minimum of four (4) weeks prior to designated concert date. Each first prize winner must attend a designated Chris Stapleton concert within eighteen (18) months of being confirmed as a first prize award winner, or prize award shall be forfeit, and no other prize or compensation will be awarded.

Second Prize Awards (maximum 75 prize awards): Each eligible entrant designated as a second prize winner shall be awarded one (1) football autographed by Chris Stapleton. ARV of each second prize award is \$50.

NOTE: No alcoholic beverage is part of any prize award. Prize winners must accept delivery of prize in the method as solely determined and designated by Sponsor via email or digital/mobile delivery, or via shipment delivery or Will Call. Prizes shall be emailed, delivered or shipped only to the designated winner email, mobile number or residential address as submitted during initial online registration and/or as provided during winner notification, via the method as designated by Sponsor. In the event of shipment delivery, carrier will be as determined and designated by Sponsor (i.e. UPS, USPS or other Sponsor designated carrier), or as otherwise specified by Sponsor. **Allow 8 – 12 weeks for prize delivery.**

Once emailed, delivered/transferred via mobile delivery or shipped, prize shall be considered as awarded and delivered, and Sponsor shall not be responsible for actual receipt of delivery by winner. Winner is solely responsible for any required software application for access to mobile ticket delivery. Sponsor shall not be responsible for any lost, late, undelivered, misdirected, damaged or stolen delivery; or any incorrect delivery address or information provided by winner during registration or prize claim. In the event of any delivery issues, including undelivered, misdirected, lost or stolen deliveries, Sponsor shall have no responsibility to replace the prize award, and prize award shall not be substituted by Sponsor with any alternate prize award or compensation. Winner shall look solely to designated shipper/carrier for any lost, damaged, stolen or mis-delivered packages and not to Sponsor for any delivery issues.

Each ticket and admittance to event (concert, tour, or gameday event) subject to the terms and conditions and policy and procedures and rules of conduct of the event and venue, including admittance policy (and any COVID-19 testing and/or vaccination requirements). Each winner and their guest agree to comply with all applicable event and venue regulations in connection with the prize. Sponsor and event or venue reserve the right to remove or deny entry to any winner and/or his/her guest who do not comply with requirement policies, engage in a disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person at the event.

The terms and conditions of the tickets awarded as a prize will govern in the event of any cancellation, postponed, rescheduling or attendance restriction due to any Force Majeure Event including weather, pandemic, an Act of God, an act of terrorism, civil disturbance, work stoppage or any other reason. Sponsor will not be responsible for event date delay, rescheduling, postponement or cancellation due to any Force Majeure Event or any other event that may cause the cancellation, rescheduling or postponement of the event as scheduled. No substitute prize award or compensation shall be provided by Sponsor in the event of any event cancellation for any reason.

Each winner and guest shall be solely responsible for their behavior while in attendance at the event, must follow the instructions of Sponsor, policy of the venue/event and directions from any associated staff or security. If any winner or guest violates the standards of the venue/event, behaves in an inappropriate, irresponsible, or offensive manner, or is deemed by staff or security to have violated any policy of the venue or event, or to be a security threat in any manner, the winner and guest shall be ejected from the venue and event, and shall immediately forfeit the prize award.

Sponsor will not be responsible for event delay, rescheduling, postponement or cancellation for any reason including but not limited to weather, pandemic, an Act of God, Force Majeure, government regulation or restriction, an act of terrorism, civil disturbance, work stoppage, or any other reason. No substitute prize award or compensation shall be provided by Sponsor in the event of any event delay, rescheduling, postponement, or cancellation for any reason, and winner shall be subject to the terms and conditions of the event ticket policy and shall solely look to the event organizer as applicable.

Event tickets delivery method is at sole discretion of Sponsor and/or event management ("Event Entities") which will be either sent to winner by mail, email, mobile ticketing or placed at venue Will Call the day of concert or tour under the winner's name. Winner must be present to pick up tickets and a valid photo ID will be required if tickets are placed at Will Call. Event tickets are subject to age restrictions. Resale of event tickets is prohibited. Event Entities reserve the right to revoke full or partial prize from any winner or winner's guest who it or venue/event personnel deem may, in its sole discretion, be intoxicated, be a safety risk, have violated any venue/event policy or law, or may bring Event Entities into disrepute. By claiming event tickets, you agree to the event ticket terms of use, and to abide by the health and safety measures in effect at the time of the event, which may include, without limitation, wearing masks, providing proof of vaccination status and/or providing proof of negative COVID-19 test administered by an approved facility. Should the event be cancelled, you will be notified as soon as reasonably possible.

All merchandise prize items are awarded 'as is' without warranty, express or implied. Prize winners must accept delivery of prize in the method as solely determined and designated by Sponsor. Prize shall be shipped only to the designated winner residential address as submitted during initial online registration and/or as provided during winner notification, via the carrier as determined and designated by Sponsor (i.e. UPS, USPS or other Sponsor designated carrier), or as otherwise specified by Sponsor. **Allow 8 – 12 weeks for merchandise prize delivery.**

Once shipped, prize shall be considered as awarded and delivered, and Sponsor shall not be responsible for actual receipt of delivery by winner. Sponsor shall not be responsible for any lost, late, undelivered, misdirected, damaged or stolen delivery; or any incorrect delivery address provided by winner during registration or prize claim. In the event of any delivery issues, including undelivered, misdirected, lost or stolen deliveries, Sponsor shall have no responsibility to replace the prize award, and prize award shall not be substituted by Sponsor with any alternate prize award or compensation. Winner shall look solely to designated shipper/carrier for any lost, damaged, stolen or mis-delivered packages and not to Sponsor for any delivery issues.

TOTAL ARV OF ALL AVAILABLE PRIZES: \$27,000.

General Prize Conditions: All other costs and expenses related to prize acceptance, delivery, redemption or use not specified herein as being provided are the sole responsibility of winner. All income, federal, state and local taxes are the winner's sole responsibility. All prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. All prizes are awarded as is, without any warranty, express or implied, by Sponsor. Failure to collect or properly claim prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, entrant will not receive any other prize substitution or compensation, and the prize will remain the property of Sponsor and will not be awarded, except as provided herein. All properly claimed prizes will be awarded. Any unclaimed prizes will not be awarded.

Additional Rules & Restrictions: By participating, entrants agree to abide by and be bound by the Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Sweepstakes. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in Sweepstakes constitutes permission for the Sponsor and its designees to use entrants' names, cities and states of residence and/or likenesses for purposes of advertising and trade in any and all media now or hereafter known worldwide on perpetuity without limitation or further compensation, notification or permission, unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

By participating, entrants agree to hold all Released Parties harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel or activity related thereto), and to assume all liability therefor.

Released Parties shall not be liable to winner or any other person for failure to supply the prize or any part thereof by reason of any acts of God, pandemics, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' sole control.

Entrants are restricted to use of ordinary and typical computer equipment, mobile phone equipment, Internet access and cellular networks. Sponsor disclaims all liability for the inability of a entrant to complete or continue an entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Sponsor's control, or otherwise. The Sponsor disclaims any liability for entries not received due to technical difficulties or transmission errors. The Sponsor disclaims all liability for any delays, mis-delivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Sweepstakes, and any injury or damage to entrant's or any other person's computer or mobile phone related to or resulting from participating in or downloading any information necessary to participate in the Sweepstakes. Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Sweepstakes, including, without limitations, errors which may occur in connection with the printing or advertising of this Sweepstakes, administration or execution of the Sweepstakes, the cancellation of the Sweepstakes, the processing of entries or in the announcement of the prizes or prize winners. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Sweepstakes website.

Sponsor reserves the right to cancel, modify, reschedule or terminate the Sweepstakes for any reason including, but not limited to acts of God, pandemics, force majeure, government regulatory action or ruling, fraud, misconduct, or if any technical failures destroy or threaten the integrity of the Sweepstakes, in the opinion of the Sponsor/Administrator, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Sweepstakes as determined by Sponsor/Administrator, in their sole discretion. In the event of early termination of the Sweepstakes, Sponsor reserves the right to determine a prize winner in a random drawing from among all eligible, non-suspect entries received as of the time/date of such termination.

IN CASE OF DISPUTES: By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, and in no event will entrant be entitled to receive attorneys' fees or other legal costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

Odds: Odds of being selected as a winner are dependent upon the total number of eligible entries received.

Official Rules & Winners List: For a copy of these Official Rules, or the name of prize winners, send a self-addressed stamped envelope to be received by 4/15/2026 to: Traveller Whiskey Made for the Moment Sweepstakes, c/o Million Dollar Media, P.O. Box 278, Woodbridge, NJ 07095. PLEASE SPECIFY which you are requesting, official rules or winners list.

Sponsor: This Sweepstakes is sponsored by Sazerac Company, Inc., 10101 Linn Station Rd, Suite 400, Louisville, KY, 40223.

Sweepstakes Administrator: The Sweepstakes is administered by Million Dollar Media, P.O. Box 278, Woodbridge, NJ 07095.