

MILLER LITE BETTER BOLDER SUMMER SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY

1. **HOW IT WORKS:** Beginning on or about 06/01/08, residents of OH, KY and IN 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.
 - (40) Semi-Finalists will be determined via Rule 2(A).
 - (35) Semi-Finalists will be selected via Rule 2(B).
 - (25) Semi-Finalists will be selected via Rule 2(C).
 - (5) Semi-Finalists will be selected via Rule 2(D).

2. **HOW TO ENTER:** There are four (4) 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. Complete 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, email address (optional) and daytime phone number. Deposit your entry in the provided receptacle during one of the radio on-premise promotions. Limit one entry per person, per day. No mechanically-reproduced entries permitted. All entries must be deposited by the conclusion of each event. Not responsible for lost, late, mutilated, 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 06/01/08 through 11:59:59 PM (ET) on 07/31/08, log on to www.wube.com and follow the on-screen entry instructions. Entries must be received by 11:59:59 PM (ET) on 07/31/08 to be included into the random drawing. Limit one entry per person/per day.
 - C. Starting 06/01/08 through 07/31/08, listen to B-105.1 FM for a chance to 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 become a Semi-Finalist in the Miller Lite Better Bolder Summer Sweepstakes (subject to verification).
 - D. 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, email address (optional) and daytime phone number. Deposit your entry in the provided receptacle during the Grand Prize Miller Lite Better Bolder Summer sweepstakes event in August 2008. Limit one entry per person. No mechanically-reproduced entries permitted. All entries must be deposited by the announced time, prior to the finalist event. Not responsible for lost, late, mutilated, illegible or incomplete entries. All entries become the sole property of the Miller Brewing Company (“Sponsor”) and will not be returned.

2. **RANDOM DRAWINGS TO DETERMINE 105 SEMI-FINALISTS AND EVENT TO DETERMINE ONE (1) PRIZE WINNER:** A random drawing for forty (40) Semi-Finalists will be conducted from entry method 2(A) and a random drawing for thirty-five (35) Semi-Finalists will be conducted from entry method 2(B) on or about 08/01/08 by B-105.1 FM, an independent judging organization whose decisions on all matters relating to this sweepstakes are final. Semi-Finalists will be notified by phone or mail within three (3) days following the drawing date. All one hundred (100) Semi-Finalists from Rule 2(A), 2(B) and 2(C) will be required to attend the Miller Better Bolder Summer Sweepstakes Grand Prize event August 2008, date and location determined by Sponsor. Transportation to this event is sole responsibility of Semi-Finalist. A random drawing for five (5) Semi-Finalists will be conducted from entry method 2(D) at the Grand Prize event by B-105.1 FM. Semi-Finalists will randomly be given a CD. Twenty (20) of the CD's will read "Congratulations! You have made it to the next round." The twenty (20) Semi-Finalists with the Congratulations message will insert their CD's into a radio. Five (5) of the CD's will play a winning message that says "Congratulations, You have made it to the Final Round!". The five (5) Finalists that have CD's that play the Congratulations message, will randomly be given a leather jacket. The Finalists that receives the Jacket that has key in the pocket, will be considered the Grand Prize winner, subject to verification.
3. **PRIZE AND APPROXIMATE RETAIL VALUE: One (1) Grand Prize:** prize includes (1) 2008 Harley-Davidson® VRSCD Night Rod® motorcycle (ARV \$15,000.00). 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 depend on the number of eligible entries received. Odds of a Semi-Finalist winning a Prize: 1:105.
4. **GENERAL RULES:** This sweepstakes is open to residents of OH, KY and IN 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., B-105.1 FM, 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 assume 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 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). 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. 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 08/15/08 to: MILLER LITE BETTER BOLDER SUMMER SWEEPSTAKES RULES REQUEST – C/O B-105.1 FM, 2060 READING ROAD, CINCINNATI, OH 45202.

6. **WINNER LIST:** For the name of the winner, send a separate, self-addressed, stamped #10 envelope postmarked by 08/15/08 to: MILLER LITE BETTER BOLDER SUMMER SWEEPSTAKES WINNER LIST – C/O B-105.1 FM, 2060 READING ROAD, CINCINNATI, OH 45202.

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