

## TERRAPIN 2010 GEORGIA THEATRE GOLDEN TICKET SWEEPSTAKES COMPLETE OFFICIAL RULES

**1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Open only to legal residents of Georgia who are at least 21 years old at time of entry. Void where prohibited. Entry requires purchase of a 22 ounce commemorative bottle or entry via the alternative entry method as outlined in Section 2(B), below. Three (3) participants who receive a golden ticket in the packaging of a commemorative 22-ounce beer will be deemed winners. One (1) participant who enters via the alternate entry method will be deemed a winner. Sweepstakes begins at or about 8:00 a.m., Eastern Time (ET), on **April 1st, 2010**, and ends at 5:00 p.m., ET, on **December 22<sup>nd</sup>, 2010** ("Sweepstakes Period"). Limit of one purchase per customer. Persons in any of the following categories are not eligible to participate or win a prize: (a) persons who, at any time during the Sweepstakes Period, were or are employees or agents of The Georgia Theatre, Terrapin Beer Company, LLC ("Sponsor"), Jackson Spalding Inc., and The Law Office of R. Douglas Lenhardt, LLC; independent contractors of any of the above organizations who are engaged in the development, production, or distribution of materials for or the implementation of this sweepstakes; their parent companies, affiliates, or subsidiaries; or the service agencies or independent contractors of any of the above organizations; (b) suppliers, distributors, or retailers of alcohol-beverage products; or (c) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the preceding categories.

**2. HOW TO ENTER/PLAY. Two Ways:** Obtain a Golden Ticket while supplies last, in either of the following two (2) ways:

A. **RETAIL METHOD:** Visit any participating retail establishment location during the Sweepstakes Period, and purchase a 22-ounce commemorative Georgia Theatre Terrapin Beer. Each eligible customer who purchases a Commemorative beer has a chance to win a Golden Ticket, while supplies last.

**How to Play:** Carefully remove packaging from your commemorative 22-ounce bottle of Terrapin. If you reveal a Golden Ticket within the packaging- you are an instant winner of a lifetime pass to The Georgia Theatre, subject to the terms and conditions in these Official Rules. If there is no Golden Ticket within the packaging, then you are not in possession of a winning Golden Ticket.

**Important:** If the Golden Ticket within any packaging has been tampered with, damaged, destroyed, made illegible, altered, manipulated or removed in any manner, for any reason, then the Golden Ticket is void, and will not be eligible for any prize claim or redemption. All Golden Tickets submitted for prize redemption are subject to verification and approval prior to prize award. Golden Tickets presented for prize claims must be the original Golden Ticket. Any Golden Ticket that has been damaged, destroyed, lost, mutilated, duplicated, fraudulent, forged, altered, copied, hand printed, water damaged, manipulated or tampered with in any way, or which are defective or that contain any computer programming, printing, production, mechanical, or typographical errors or errors in production, will be considered null and void and will not be eligible for prize redemption.

B. **ALTERNATIVE ENTRY METHOD:** To receive a free Alternate Entry Ticket by mail while supplies last, send a hand written request including your name, date of birth, and original signature along with a hand printed, self-addressed stamped envelope to: Alternate Entry Ticket, Terrapin Golden Ticket Sweepstakes, P.O. Box 1754 Athens, GA 30603. Alternate Entry Ticket requests must be postmarked by **July 1, 2010**, and received by **July 9, 2010**, and will be honored while supplies last. Each request must be mailed separately, and must be original and handwritten. Limit one (1) Alternate Entry Ticket per request; and one (1) request per stamped outer mailing envelope. Maximum of one request per person per day. No mechanically reproduced, computer generated or photocopied Alternate Entry Ticket requests permitted. All such requests will be void, and will not be fulfilled. Sponsor not responsible for lost, late, misdirected, illegible, incomplete, damaged, mutilated, or postage due mail. Sweepstakes sponsor will produce **10,000** Alternate Entry Tickets each with a unique number or combination of numbers and letters pre-printed on the bottom of the face of each Alternate Entry Ticket. Winner will be selected among the distributed tickets by random computer selection. Participants who receive an Alternate Entry Ticket may view the winning Alternate Entry ticket number by viewing [www.georgiathatre.com](http://www.georgiathatre.com) or by calling 706-353-3405 between Jan 5th, 2011 at 12:00 noon and Feb, 2011 at 11:59:59 p.m. The Alternate Entry Ticket that matches the winning number or combination of numbers and letters will be considered a Golden Ticket and must be redeemed according to Section 4, below.

### 3. PRIZES AND ODDS OF WINNING.

Winners are subject to verification. **Golden Ticket (4):** Lifetime pass to The Georgia Theatre for each winner and one guest. Winner must be present to bring a guest and only one guest per winner per show. Passes are non-transferable. Passes not valid at any private event as defined and determined solely at the discretion of the management of the Georgia Theatre.

**Important Notice:** Transportation and lodging are not included. Passes exclude private events. Approximate Retail Value (ARV): \$5-100 per event. Each winner will be responsible for all gratuities, meals, beverages, transportation, taxes, and any other incidental costs or expenses not identified in these rules. Event tickets are subject to standard rain-check policies and procedures. Winners agree that event tickets are awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner. Winners agree that they shall not sell, resell, auction, barter, assign, exchange, place in commerce, transfer, give away, donate, or otherwise convey any event ticket that is received as a prize. A violation of these restrictions shall revoke winner's license, and the event tickets will not be honored. Other restrictions may apply. ARV of prize may vary, depending on the event. Winners are subject to verification and compliance with these Complete Official Rules.

**Odds:** Odds of winning are approximately **1:8,000**. Odds of winning via Retail Method are approximately **1:8,000**. Odds of winning via Alternative Entry Method are approximately **1:8,000**.

**4. REDEMPTION & GENERAL CONDITIONS.** Instant Win Prizes of a Lifetime Pass to the Georgia Theatre– Request a Prize Claim Form from Terrapin Management: All potential winning Golden Tickets redeemable for Georgia Theatre Lifetime Passes must be redeemed as follows: Eligible participants who possess a potential Golden Ticket for a Georgia Theatre Lifetime Pass should notify Terrapin Management immediately. Do not submit Golden Ticket to retail personnel, as Golden Ticket may not be redeemed in this manner. Terrapin management will provide contestant in possession of a winning Golden Ticket with a "Georgia Theatre Lifetime Pass Claim Form" to complete and submit with the original Golden Ticket as per the instructions outlined below.

Participants in possession of a potential Golden Ticket for a Lifetime Pass to The Georgia Theatre are required to fully complete and sign the back of their original potential winning game piece, make **two photocopies of the front and back of the Golden Ticket** (as proof of mailing does not constitute proof of receipt / delivery), and submit the original Golden Ticket along with the fully completed Prize Claim Form, and one photocopy of the front and back of the Golden Ticket in person or **via trackable delivery service (Fedex, UPS or DHL) or certified mail to:**

**Terrapin Beer Co. Golden Ticket Sweepstakes– Instant Win Prize Redemption**  
**RE: The Georgia Theatre Lifetime Pass**  
265 Newton Bridge Road  
Athens GA 30607

Participants are required to retain a photocopy of the front and back of the Golden Ticket being submitted for their own records. Prize claims are subject to verification of valid Golden Ticket and eligibility, and compliance with the terms of these official rules and approval by Sweepstakes Administrator. All prize claims must be received **by December 22nd, 2010**, or golden ticket is void. No prize transfer is permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. Limit of one prize per prize level per person, mailing address, or e-mail address. All taxes, fees, and surcharges on prizes are the sole responsibility of each prizewinner. Each potential winner's age may be subject to verification by a third- party age-verification service, and failure to receive verification from the third-party age-verification service that the winner is at least 21 years old may result in prize forfeiture. By participating and accepting a prize, where permitted by law, each winner grants to Sponsor (and agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast, and use—worldwide in any media now known or hereafter developed, including, but not limited to, the World Wide Web—at any time(s), that winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review.

**5. RELEASE OF LIABILITY.** All participants/entrants agree to hold harmless and release The Georgia Theatre, Terrapin Beer Company, LLC, Jackson Spalding Inc., and The Law Office of R. Douglas Lenhardt, LLC; their respective parent companies, distributors, affiliates, and subsidiaries; the service agencies and independent contractors of any of the above organizations; their respective officers, directors, employees, and agents (including advertising and promotion agencies); and all others associated with the development and execution of this sweepstakes from any and all liability with respect to or in any way arising from this sweepstakes; participation in any sweepstakes-related activity; and/or delivery/misdelivery, acceptance, possession, use, or misuse of a prize, including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind. Sponsor is not responsible for user cheating or fraud by any participants. Any activities intended to disrupt or interfere with the proper play of the sweepstakes or to defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. Golden Tickets are null and void and will be rejected if obtained outside authorized, legitimate channels; if counterfeited, damaged, illegible, or tampered with in any way; or if they contain printing, production, or typographical errors. Liability for any Golden Tickets containing printing, production, typographical, mechanical, or other errors is limited to replacement with another Golden Ticket, while supplies last. If, through printing or production error, or for any other reason whatsoever, more prizes are claimed for any prize category than intended and/or set forth in these Complete Official Rules, Sponsor reserves the right to award such prizes by random drawing from all eligible claimants for that prize level. Only the number of each prize set forth in these Complete Official Rules will be awarded. If, for any reason, the sweepstakes is not capable of running as planned due to, but without limitation, tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the sweepstakes and to draw winners from all eligible entries received as of the date of termination.

**6. DISPUTES.** THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF GEORGIA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this sweepstakes, each 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 sweepstakes shall be resolved individually, without resort to any form of class action, exclusively before a court located in Athens-Clarke County, Georgia, having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for and hereby waives all rights to claim punitive; incidental; or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this sweepstakes), and participant further waives all rights to have damages multiplied or increased.

**7. WINNERS LIST.** For the names of the prizewinners, send a self-addressed, stamped envelope to Georgia Theatre Golden Ticket Winners List, P.O. Box 1754, Athens GA 30603, by **Decemeber 22, 2010**. Winners will be updated at Georgiatheatre.com as they are verified and deemed eligible.

**8. SWEEPSTAKES SPONSOR.** Terrapin Beer Co., LLC.