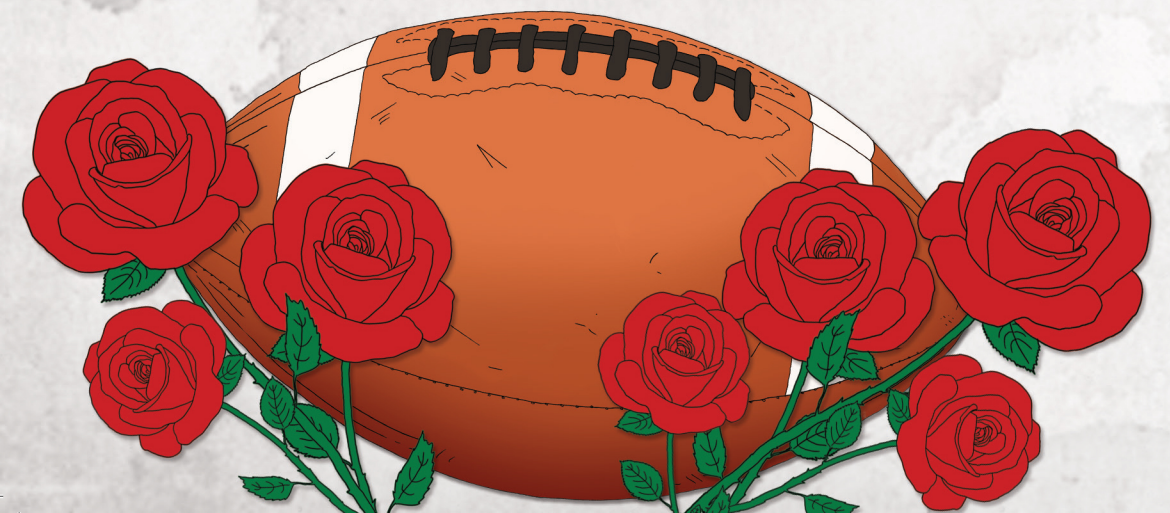


ENTER TO WIN TICKETS TO THE BIG GAME ON JANUARY 2ND IN PASADENA

**TEXT TDSAM TO 24587
FOR YOUR CHANCE TO WIN!**



Samuel Adams® California Football Sweepstakes. No Purchase necessary. Sweepstakes open to U.S. legal residents in CA, HI, NY, AZ, and NM who are 21 years of age or older. Five (5) Grand Prizes – each winner will receive 2 Tickets to the football game in Pasadena, CA on 1/2/2017 with an Approximate Retail Value ("ARV") - \$1,000.00. Sweepstakes begins at 12:01 a.m. EST on 9/1/2016 and ends at 11:59 p.m. EST on 11/30/2016. Prize winners will be selected in a random drawing on or around 12/8/2016. To enter text "TDSAM" to shortcode 24587 or visit <http://www.SamAdamsTouchdown.com> ("Website") and follow the online instructions to play for a chance to win a prize. Standard text rates may apply, check your wireless plan. Upon entry, you will receive one confirmation message. Text "HELP" for help. "STOP" to cancel. For Official Rules and prize breakdown hand-print your name and complete address on a 3" x 5" card and mail to: SAMUEL ADAMS® CALIFORNIA FOOTBALL SWEEPSTAKES Winners' List Request, 300 West Vine St, BOX 802, Lexington, KY 40507, on or around December 8th 2016. Void where prohibited.