

ICEHOUSE GET IT POPPIN' SWEEPSTAKES - OFFICIAL RULES - NO PURCHASE NECESSARY.

1. HOW TO ENTER: 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), store location (optional) and daytime phone number. Mail your entry in a hand-addressed #10 envelope with first-class postage affixed, to: Icehouse Get It Poppin' Sweepstakes – c/o Clear Channel, WOWI 103 Jamz, 1003 Norfolk Square, Norfolk, VA 23502. You may enter as often as you wish, but limit one entry per envelope. No mechanically-reproduced entries permitted. All entries must be postmarked by 08/29/08 and received by 5 p.m. on 09/04/08. Not responsible for lost, late, postage due, mutilated, illegible or incomplete entries. All entries become the sole property of the Miller Brewing Company ("Sponsor") and will not be returned.

2. RANDOM DRAWING: A random drawing will be conducted on or about 09/05/08 from among all eligible entries received by Clear Channel whose decisions on all matters relating to this sweepstakes are final. Winner will be notified by phone or mail within five (5) days following the drawing date.

3. PRIZE AND APPROXIMATE RETAIL VALUE: One (1) Grand Prize: prize includes a DJ hosted backyard barbeque for winner and up to twenty-three (23) guests, including food, beverages and an Icehouse party pack for winner (ARV \$2,000.00). Prize consists only of the items specifically listed as part of the prize. Winner's guest must be 21 years of age or older. Odds of winning depend on the number of eligible entries received.

4. GENERAL RULES: This sweepstakes is open only to residents of VA who are of legal drinking age at time of entry. Employees of Miller Brewing Company, SABMiller plc, 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 seven (7) 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, Collaborative Marketing Group, Inc., Clear Channel, 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. Winner assumes 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 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. 5. REQUEST: For a copy of the official rules, send a self-addressed, stamped business size (#10) envelope postmarked by 09/04/08 to: ICEHOUSE GET IT POPPIN' SWEEPSTAKES RULES REQUEST – C/O CLEAR CHANNEL, WOWI 103 JAMZ, 1003 NORFOLK SQUARE, NORFOLK, VA 23502. 6. WINNER LIST: For the name of the winner, send a separate, self-addressed, stamped #10 envelope postmarked by 09/04/08 to: ICEHOUSE GET IT POPPIN' SWEEPSTAKES WINNER LIST – C/O CLEAR CHANNEL, WOWI 103 JAMZ, 1003 NORFOLK SQUARE, NORFOLK, VA 23502.

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