

WIN \$10 MILLION

ENTER THE BECK'S PUTT&WIN SWEEPSTAKE

LOOK FOR THE BECK'S CART GIRLS FROM PIN-UP GOLF FOR YOUR CHANCE TO WIN. ENTER WHEREVER BECK'S IS SOLD.



OFFICIAL RULES: 1. NO PURCHASE NECESSARY. Open only to legal U.S. residents; 21 and over, who are not employees (or their immediate families) of Beck's North America, Inc., NBC, their parents, affiliates, subsidiaries, agencies, wholesalers, distributor, retailers of alcohol beverages, & professional golfers are ineligible. Void in Puerto Rico & where prohibited. WI residents may not enter at on-premise locations. 2. TO ENTER, complete official entry form available at participating retailers of Beck's beer (or hard copy, mail to "Beck's Putt & Win", PO Box 370, Fombell, PA 16123, to be postmarked by 5/15/01 & received by 5/18/01. No mechanically reproduced entries accepted. Or, enter at <http://www.becksbeer.com>, between 3/1/01 @ 12 am Eastern Time ("ET") & 5/15/01 @ 12 pm ET. (1) entry per outer mailing envelope; (1) entry per person or email address per day. Grand Prize Winners will be selected in a random drawing based on Beck's sales regions; each regional drawing consisting of all eligible entries received in a sales region. For regions, send a SASE to: Beck Regions, PSP Sports, 355 Lexington Avenue, NY, NY 10017, by 5/18/01. First/Second/Third/Fourth Prize Winners selected in a random drawing from all eligible entries received. Drawings held by independent judges on or about 5/18/01. 3. PRIZES/ODDS OF WINNING: Grand Prize (25: 5 per region); trip for winner to a golf destination to compete against other Grand Prize winners in his/her region in regional "Putt-Off" (persons putt from a pre-determined distance on 2 holes, & 1st person whose putts have the lowest cumulative distance from the holes win [another] prize), between 6/1/01 & 6/15/01. Winner to be advised of exact date & destination with prize notification. Trip consists of transportation, as determined by Sponsor, (such as roundtrip coach airfare or rental car), from winner's residence; days/2 nights standard hotel accommodations (single occupancy) (ARV: \$1,000 each). (5) Regional "Putt-Off" Winners receive a trip for him/herself & (1) guest (21 or over only) to the American Century Celebrity Golf Championship, 7/4/01 - 7/8/01, consisting of round-trip coach air transportation from major commercial airport nearest winner's residence to Reno, NV, (6) days/(5) nights standard hotel accommodation (double occupancy), (1) spot in Celebrity-Arm phase of Championship, mid-size rental car. (ARV: \$2,750 each). Regional "Putt-Off" winners will compete against each other in the Lake Tahoe "Putt-Off" (persons attempt a 65 ft. putt with the person whose attempt is closest to the hole winning). The Lake Tahoe "Putt-Off" winner will have the opportunity to sink a putt for up to \$10 million on national TV. Putts have values from \$1,000,000/20 ft. putt to \$10,000,000/65 ft. putt. Increasing \$1,000,000 for each increment of 5 ft. Lake Tahoe "Putt-Off" winner picks a distance/dollar value for the putt. If converted, he/she wins dollar value; if missed, he/she receives \$10,000. FIRST PRIZE (10): Taylor Made® 300 Series Drivers, ARV-\$500 each. SECOND PRIZE (10): Taylor Made® Nubbins® Mallet Putter, ARV: \$129 each. THIRD PRIZE (50): Adidas ClimaShell® Wind Shirt, ARV: \$70 each. FOURTH PRIZE (100): Schwinn® Magazine year subscription, ARV: \$8 each. Odds of winning First/Second/Third/Fourth Prize depend on number of eligible entries received. Odds of winning trip to Regional "Putt-Off" depend on the number of eligible entries received in each region. 4. CONDITIONS: All putting contests to be supervised by independent judges. Sponsor & its agencies are not responsible for lost, late, mutilated, incomplete, illegible, misdirected entries, postage-due mail, telephonic/technical error or computer malfunction of any kind. Prizes are nontransferable. In case of dispute, online entries will be considered null & void if registered user of email account. No prize substitution. Sponsor at its sole discretion may suspend/terminate online portion of Sweepstakes due to tampering or other cause & hold one or more drawings from eligible mail entries received for such drawing(s) & eligible online entries received for such drawing(s) prior to (or after, appropriate) action taken. Taxes & any unspecified expenses are sole responsibility of winner. Grand Prize winner must travel on indicated dates for one (or both) trips; unavailable, prize will be forfeited, with an alternate winner selected. For rental car, winner must be 25 or older, with a major credit card & valid driver's license. (1) drawing prize per name/family/household. Entrants agree to the official rules & the decisions of all judges, which are final & binding. Winners notified by phone/mail. Grand Prize Winners & guests (on trip to Lake Tahoe) must sign & return (as applicable) an affidavit of eligibility, a liability release, & a publicity release (where legal) within 5 days of notification. Noncompliance may result in disqualification, with an alternate winner selected. 5. WINNERS LIST: send a SASE to "Beck's Putt & Win" Winners List, PO Box 370, Fombell, PA 16123 by 7/15/01. Sponsored by Beck's North America, Stamford, CT. © 2001 BECK'S NORTH AMERICA, STAMFORD, CT.

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