

Take the Year Off

Complete Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. INTERNET ACCESS REQUIRED. VOID WHERE PROHIBITED.

1. ELIGIBILITY: The 2025 Fat Tire – Take the Year Off (“Contest”), is offered and open to legal residents of the 50 United States and D.C. who are age 21 or older at time of entry. Void in all other locations and where prohibited. Employees, officers and directors of New Belgium Brewing Company (“Sponsor”), and those entities involved in the preparation of materials or administration of this Contest, and any retailer at which this Contest is advertised or promoted (collectively referred to herein as the “Contest Entities”), suppliers, distributors, or retailers of alcohol-beverage products, and their immediate family members (spouse, siblings, children and parents) and those living in the same household as such individuals (whether or not related) are not eligible to win, but may participate, in this Contest.

2. CONTEST PERIOD: Contest starts on or about 12:00:01 a.m. MT Mountain Time (“MT”) on 8/1/25 and will end at 11:59:59 p.m. MT on 9/30/25 (the “Contest Period”). The Contest judging period (the “Voting Period”) will begin after the Contest Period and will end on or before 11:59:59 p.m. MT on 10/31/25.

3. HOW TO ENTER: There is one way to enter. During the Contest Period, participants must access [e.g., <https://www.fattire.com/contests/take-the-year-off/>] (“Website”), follow the online directions to register, and submit a short, creative written statement explaining how you would use \$100,000 to step away from your daily grind and live your dream for a year. (each an “Entry” and together the “Entries”). Participants submitting a photo will be deemed the Entrant (“Entrant”). For further guidance on Entries, you can view the Judging Criteria below. All Entries must be received during the Contest Period.

Please do not include any of the following within the content of your written statement:

- Business names, logos, trademarks or any content in violation of intellectual property rights or laws;
- Personal information, including individuals’ names, likeness, or additional information that may identify an individual (including your own name);
- Explicit or obscene content, including explicit or obscene language or the promotion of illegal activities;
- Libelous, defamatory, disparaging, tortious or slanderous content;
- Content that promotes bigotry, racism, hatred or harm against any group of individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state or local law, ordinance, or regulation.

All Entries may be shared publicly by Sponsor. All Entries will be reviewed for content before being judged or shared publicly; however, such review does not relieve Participants from responsibility for compliance with these Official Rules. Any Entry that does not comply with the foregoing, in the sole and absolute discretion of Sponsor, will be disqualified.

LIMIT ONE ENTRY per person. By entering this Contest and submitting your Entry, you irrevocably grant to Sponsor and its agents the unconditional and perpetual right to post, display, publish, use, adapt, edit and/or

modify such Entry in any way, in any and all media, for any purpose, without limitation, and without consideration to you. Participants agree to irrevocably assign and transfer to the Sponsor any and all rights, title and interest in the Entries, including, without limitation, all copyrights and waive all moral rights in the Entries.

Sponsor and Contest Entities assume no responsibility for lost, late, incomplete, inaccurate, stolen, misdirected, or illegible entries; nor for any computer, telephone, cable network, electronic, or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt, or jumbled transmissions; nor service provider, Internet, web site, user net accessibility or availability, traffic congestion, or any technical error; nor for unauthorized human intervention, human error, or the incorrect or inaccurate capture of Entry or other information; nor for the failure to capture any such information. Multiple Entries from the same person will be disqualified. Any attempt by any person to obtain more than one entry by using multiple/different phone numbers, accounts, devices, physical addresses, email addresses, identities, registrations, or any other methods will void that person's Entries and may result in disqualification from this Contest and any current or future promotions offered by the Sponsor, in Sponsor's sole discretion. Use of any automated system or software applications that enable users to create multiple or temporary accounts to participate in this Contest is prohibited and may result in disqualification from this Contest and any current or future promotions offered by the Sponsor. In the event of a dispute as to any Entry, the "Authorized Account Holder" of the phone number or email address associated with the account at time of entry will be deemed to be the entrant. The Authorized Account Holder is the natural person assigned a phone number by the wireless telecommunications carrier, phone service provider, Internet access provider, online service provider, or other organization responsible for assigning phone numbers. Each potential winner may be required to show proof of being an Authorized Account Holder.

4. JUDGING CRITERIA: The Sponsor judging team will review all Entries and judge them based on the following criteria:

- 50% - Appeal (attention grabbing; engaging, originality)
- 50% - Effective Communication (conveys an easily comprehensible message about using the prize money to live your dream; limited but powerful text)

Participation in this Contest shall be governed by these Official Rules and the decisions of the Sponsor, whose decisions shall be final, binding, and conclusive on all matters. The potential winner will be contacted immediately following the Contest judging. You are not a winner until Sponsor has verified your eligibility and compliance with these Official Rules. Potential prize winner may be required to complete, have notarized, and return an Affidavit of Eligibility, Liability and, where legal, Publicity Release.

5. CONTEST PRIZE/APPROXIMATE RETAIL VALUE (ARV): The Grand Prize consists of one (1) check in the amount of one-hundred thousand dollars (\$100,000) payable to the prize winner. (Total ARV: \$100,000).

Runner up winners (10) will receive "Beer for a year" in the form of (1) \$1,500 gift card. (Total ARV: \$15000.00)

No substitutions of prizes are offered; no transfer of prize to a third party is permitted. All federal, state, and local taxes and other fees associated with prize receipt and use are the sole responsibility of the winner. At Sponsor's discretion, winner may be required to pick up their prize at a specified location within a reasonable time period (as determined solely by Sponsor), or prize may be mailed to winner approximately sixty (60) days after the end of the Contest Period, to the address provided by winner at time of prize acceptance.

6. GENERAL: By participating, participants agree to abide by and be bound to these Official Rules and the decisions of Sponsor, which are final and binding in all respects. Failure to timely return or properly complete release documents (as described herein), failure to pick up a prize, or if potential winner is not eligible or does not comply with these Official Rules prize forfeiture will result, and an alternate potential winner may be selected. **BY PARTICIPATING, PARTICIPANTS AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS THE SPONSOR, CONTEST ENTITIES, ANY RETAILER AT WHICH THE CONTEST IS ADVERTISED OR AT WHICH PARTICIPANTS MAY ENTER, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, INDEPENDENT CONTRACTORS, REPRESENTATIVES AND AGENTS FROM AND AGAINST ANY AND ALL ALLEGED AND/OR ACTUAL CLAIMS, ACTIONS, DEMANDS, LOSSES, SETTLEMENTS (WHETHER OR NOT LITIGATION IS COMMENCED), LIABILITIES AND DAMAGES OF ANY KIND WHATSOEVER EXISTING NOW OR ARISING IN THE FUTURE (INCLUDING, WITHOUT LIMITATION, BODILY INJURY, PERSONAL INJURY, DEATH, DISABILITY AND PROPERTY DAMAGE), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES, COURT COSTS, SETTLEMENT AND DISBURSEMENTS) DIRECTLY OR INDIRECTLY ARISING NOW OR IN THE FUTURE IN WHOLE OR IN PART OUT OF ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE, PARTICIPATION IN ANY CONTEST/PRIZE RELATED ACTIVITY, ACCESS TO WEB SITE, AND/OR PARTICIPATION IN THIS CONTEST.** By entering and/or accepting a prize, participants and/or winners hereby consent, where lawful, to the use by Sponsor (and its authorized third parties) of their name, hometown, and/or biographical information in any and all media now known or hereafter developed worldwide, and on the Internet and World Wide Web, without additional compensation, and without the right of review, notification, or approval.

7. LIMITATIONS OF LIABILITY: Neither the Sponsor nor any Contest Entities are responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of any web site. If, for any reason, the Contest is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which Sponsor deems, in its sole opinion, could corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest or any part thereof, or to select the winner from entries received prior to such action or as otherwise may be deemed fair and equitable by Sponsor. Neither the Sponsor nor any Contest Entities shall be liable to winner or any other person for failure to execute the Contest, or supply a Prize or any part thereof, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind,

work slow-down, civil disturbance, insurrection, riot, or any similar or dissimilar event beyond their reasonable control.

In no event will Sponsor nor any Contest Entities, their parents, affiliates, subsidiaries and related companies, their advertising or promotion agencies and/or all their respective officers, directors, employees, independent contractors, representatives and agents, be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of participation in the Contest, Contest/Prize related activities, access to, and use of, any participating Internet site(s) or the downloading from and/or printing of material downloaded from said site(s). Without limiting the foregoing, the Grand Prize and everything on said site(s) are provided “AS IS” without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties.

THIS CONTEST IS GOVERNED BY THE LAWS OF THE STATE OF COLORADO WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Contest, participant agrees that any and all disputes, claims and causes of action arising out of or connected with this Contest or the prizes awarded shall be governed by the laws of the State of Colorado, without giving effect to any choice of law or conflict of law rules, and that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, exclusively before a court in Colorado having jurisdiction. Further, in 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 attorneys’ fees, other than participant’s actual out of pocket expenses (i.e., costs associated with entering this Contest), and participant further waives all rights to have damages multiplied or increased.

8. WINNERS LIST: For the names of the prize winners, mail a self-addressed, U.S. postage stamped envelope to: 2025 Fat Tire – Take the Year Off Winners’ List Request, New Belgium Brewing Company, 500 Linden Street, Fort Collins, CO 80524, for receipt by 12/30/25.

9. SPONSOR: New Belgium Brewing Company, Fort Collins, CO 80524.