



PEPSI PARTY *BUS*

MILWAUKEE BREWER TRIP

SUNDAY, AUGUST 9, 2015

Mid-Wisconsin Beverage, WDEZ and Rock 94.7

OUT OF THE BLUE Pepsi® Party Bus Brewers Trip

Transportation, game tickets and food/beverage giveaway

OFFICIAL RULES

NO PURCHASE NECESSARY.

1. TERM: The promotion starts on or about June 22, 2015 and ends on or about July 24, 2015. At the end of the contest period, a total of 15 winners will be drawn from qualifiers who entered the contest through texting BLUE to 39327 during the contest period. The Contest Winners drawing will take place in the week of July 27, 2015. Winners will be notified by phone or e-mail and need not be present to win.

2. ELIGIBILITY: You must be at least 21 years of age, a legal resident of Wisconsin and the United States of America to be eligible. Current and former employees of Mid-Wisconsin Beverage, Inc., Pepsi Co., Lipton Tea, Creative Communication & Design, WDEZ, and Rock 94.7 and immediate family members of such employees and / or persons living within the same household of such employees are not eligible to win. You may enter via text only ONCE PER DAY during the promotion (June 22 – July 24, 2015). Failure to comply with all the Official Rules will VOID your entry. Any fraudulent representation will void your participation. There is no sales presentation or purchase required.

3. PRIZE DESCRIPTION - Contest Winners: At the end of the contest period 15 Contest Winners will be drawn from all text-to-enter registrants. Each of the 15 winners will receive access for two (2) persons (the winner and one other person) to round trip transportation to Miller Park on the Pepsi Brewers Party Bus, Dew Deck seats for the Brewers/Cardinals baseball game on August 9th, 2015, plus complementary beverages on the bus and at the game and complementary food at Miller Park before the game.

4. GENERAL CONDITIONS: No substitution for the prize is offered. No transfer of prize to a third party is permitted. A non-cash prize may not be redeemed for cash value. Void where prohibited or restricted by law. Prize recipients will be solely responsible for paying any and all applicable federal, state and local taxes as a result of becoming a prize winner. All persons, by participating in this promotion, agree to be bound by these Official Rules and the decisions of Mid-Wisconsin Beverage, Inc. and WDEZ and Rock 94.7, whose decisions in all aspects of this promotion shall be final and binding. No more than the number of prizes stated in these Official Rules will be awarded.

5. HOW TO PARTICIPATE: For this promotion, qualifiers will enter via a text-to-enter qualifying set up. The text-to-enter instructions will be to "text BLUE to 39327 to register to win... To enter via USPS mail, send a stamped postcard with your name, address, phone number and e-mail address to: "Pepsi Brewer Party Bus" c/o Mid-Wisconsin Beverage, Inc. P.O. Box 89, Wausau, WI, 54402-0089. Postcards without the "Pepsi Brewer Party Bus" will be ineligible. Postcards with postage due will be voided. You may enter only ONCE per week by mail, with weeks ending on Friday. Note: Illegible or improperly completed entry forms will be disqualified. All who do so will be "qualifiers," and the 15 Contest Winners will be selected from that pool of qualifiers at the end of the contest period, on or about July 27th, 2015. Contest winners will be notified by phone or e-mail by contest sponsors and will be instructed in how to claim their prize.

6. RELEASES: Contest Winners will be required to sign an Affidavit of Eligibility and a Liability / Publicity Release before any prize is awarded. Each winner must consent to the use of his or her name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Mid-Wisconsin Beverage, Inc. and WDEZ and Rock 94.7. Mid-Wisconsin Beverage, Inc. and WDEZ and Rock 94.7 are indemnified of ANY responsibility for any injury, damage or other circumstance for all participants in this promotion. All entrants assume sole responsibility for all their actions in connection with this contest.

7. SPONSORS: Mid-Wisconsin Beverage, Incorporated and WDEZ, Rock 94.7.

8. PARTICIPATING RADIO STATIONS: WDEZ 101.9FM and Rock 94.7FM.

9. ODDS OF WINNING: The odds of being selected as one of 15 Contest Winners are dependent upon multiple factors and cannot be determined precisely.