

VOID OUTSIDE COLORADO AND WHEREVER PROHIBITED. DO NOT ENTER THIS CONTEST IF YOU ARE NOT 21 OR OLDER AND A LEGAL RESIDENT OF COLORADO. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW.

"Maker's Mark® Golf VIP Package" Sweepstakes

OFFICIAL RULES

1. NO PURCHASE NECESSARY. A purchase will not increase your chance of winning. You may enter the "Maker's Mark® Golf VIP Package" Sweepstakes by completing an entry form found at participating local Denver Metro Area retailers and sending it to VIP Golf Package, Dept. E, P.O. Box 5018, Clinton, IA 52738-5018 or by visiting www.altitude.tv and completing the entry form on-line.

- A. Beginning 8 a.m. MST on July 1st, 2010 visit your local Denver Metro Area retailer to obtain an entry form or access www.altitude.tv and follow the on-screen instructions to submit an entry. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted e-mail address. All on-line entries must be transmitted and received by 11:59PM MST on August 31st, 2010; all mail in entries must be postmarked by August 31s and received by September 7th in order to be considered.

Maker's Mark®/Altitude Sports & Entertainment assumes no responsibility for lost, late, damaged, misdirected, illegible, or incomplete entries, all of which shall be void. Maker's Mark®/ Altitude Sports & Entertainment is not responsible for any problems or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received by Maker's Mark®/Altitude Sports & Entertainment on account of technical problems or traffic congestion on the Internet or at any web site, human or technical error or failure of any kind in the transmission, receipt or processing of online entries, or any combination thereof including but not limited to any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any materials in this promotion. Maker's Mark®/Altitude Sports & Entertainment reserves the right, in its sole discretion, to cancel or suspend this Sweepstakes should a virus, bug or other cause beyond the reasonable control of Maker's Mark®/Altitude Sports & Entertainment corrupt the security or proper administration of the Sweepstakes, and to award the prize from among all eligible online entries received prior to the time such action was taken. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Maker's Mark®/Altitude Sports & Entertainment reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Maker's Mark® reserves the right in its sole discretion, to disqualify any individual (and all of his or her Sweepstakes entries) if such individual tampers with the entry process, or in any way attempts to undermine the integrity and/or proper play of the Sweepstakes.

2. Limit one entry per person, e-mail address, or household. If more than one entry is received per person, household or e-mail address, all such entries submitted will be disqualified.

3. Valid entries received by the dates and times set forth in Rule 1 will be eligible for the drawing on or about September 20th, 2010 (see Rule 4, below, for drawing details). Proof of mailing, e-mailing and/or registering does not constitute proof of delivery or receipt by Sponsor. By entering, entrants acknowledge compliance with these Official Rules, including all eligibility requirements, and agree to waive all rights and remedies at law or in equity for any claim they may have relating to this promotion. All entries become the property of Maker's Mark®/Altitude Sports & Entertainment and will not be returned.

4. Winners will be determined in a random drawing from among all eligible entries. The drawing will be conducted on or about September 20th, 2010 by Maker's Mark whose decisions will be final in all matters relating to this Sweepstakes. Odds of winning will be determined by the total number of eligible entries received. Winner(s) will be notified by phone, mail or e-mail on or about September 20th, 2010. Prize winner(s) may also be posted on the winner(s) page of the Sweepstakes site www.altitude.tv and may be announced by news release.

Winning is contingent upon fulfilling all requirements of these Official Rules.

5. Prizes: **Fifteen (15) Grand Prize** winners will receive a VIP Golf Package to include (1) Foursome of Golf (Denver Metro Area Golf Course TBD), (1) Maker's Mark Golf Bag, (1) Maker's Mark Golf Towel, (1) Maker's Mark Club Cover and (1) \$100 Gift Certificate to use toward Food and Beverages at the Golf Course. The approximate retail value of all available prizes is two hundred dollars (\$750.00). Any difference between the stated ARV and actual value of prize will not be awarded in any form. Dollar amounts are expressed in U.S. currency. Prizes are non-transferable, and no prize substitutions or cash redemptions are allowed except by Maker's Mark®/Altitude Sports & Entertainment in its sole discretion, or as otherwise provided herein. Company may substitute a prize of equal or greater value if an advertised prize becomes unavailable. All income taxes on prizes are the winners' sole responsibility. All prizes will be awarded according to these rules and distributed no later than September 30th, 2010 provided a sufficient number of qualifying entries is received, and prizes are claimed in accordance with these Rules.

6. Winners must provide positive identification specified by Maker's Mark® Maker's Mark®/Altitude Sports & Entertainment to claim a prize. Winners will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release without additional compensation (where permitted by law) within fourteen (14) days of notification or the prize will be forfeited and awarded to an alternate winner, time permitting, based on the criteria described above. If prize notification is returned as undeliverable, prize will be forfeited and awarded to an alternate winner, time permitting, based on the criteria described above. Except where prohibited, acceptance of a prize and/or participation in prize constitutes winner's agreement to hold harmless Maker's Mark® Maker's Mark®/Altitude Sports & Entertainment, its parent, affiliate and subsidiary companies, advertising and promotion agencies, and the officers, directors, employees and agents of each of them (individually and collectively for the purposes of this Paragraph 6, "Sweepstakes Parties") from and against any injuries, losses or damages arising in any way from or in connection with their participation in this promotion, the acceptance, possession or use of the prize, Sweepstakes Parties' reliance upon their compliance

with these rules, or their participation in prize-related activities, and further constitutes winner's and guests' agreement that the Sweepstakes Parties may use their names, voices, likenesses and/or biographical data for advertising and promotional purposes in any and all media worldwide without limitation or additional compensation.

7. This Sweepstakes is open to legal residents **Colorado**, who are 21 years of age or older at the time of entry, except employees, directors, officers and agents of Maker's Mark®/Altitude Sports & Entertainment its parent, affiliate, and subsidiary companies, spirits, wine and beer wholesalers, distributors, licensed retailers, its advertising and promotion agencies and members of the immediate families or households of any of the above. This Sweepstakes shall only be construed and evaluated according to United States law, and submission of an entry constitutes acceptance of the laws of the United States. This Sweepstakes is void outside of Colorado and where prohibited by law.

8. For a list of the major prize winners, send a self-addressed stamped business-size envelope after September 20th, 2010 and no later than September 30th, 2010 to: VIP Golf Package Sweepstakes Dept. WL (for winners list) P.O. Box 5018 Clinton, IA 52736-5018 or visit the web site at "www.altitude.tv" between the above-referenced dates.

9. Sponsor: Maker's Mark Distillery, Inc. Loretto, KY

We make bourbon carefully. Please enjoy it that way.

Maker's Mark® Bourbon Whisky, 45% Alc./Vol. ©201_©2010 Maker's Mark Distillery, Inc. Loretto, KY

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