

DUVEL LOVERS "WIN A TRIP TO BELGIUM SWEEPSTAKES" OFFICIAL RULES

No Purchase Necessary to Enter or Win. A purchase will not increase your chances of winning.

ELIGIBILITY. The "Duvel Lovers Win a Trip to Belgium" Sweepstakes (the "Sweepstakes") is open to natural persons 21 years of age or older as of January 1, 2012 who are legal residents of the 48 contiguous United States and the District of Columbia (excluding Hawaii and Alaska), except California, Tennessee, Utah, North Dakota, South Dakota, West Virginia, Mississippi and Montana. This Sweepstakes is sponsored by Duvel Moortgat USA, 21 Railroad Avenue, Suite 32, Cooperstown, NY 13326 ("Sponsor"). Entrants must be able to travel overseas, and must be in possession of, or able to procure a valid passport if selected as a winner. Alcohol beverage industry members, including retailers, and their families, employees, shareholders, officers, directors, agents, representatives of Sponsor, or the promotion and advertising agencies of any aforementioned entity, and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Sweepstakes, and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity are not eligible. Void outside the United States, in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, all other U.S. territories and possessions, in HI, AK, CA, TN, UT, ND, SD, WV, MS and MT and wherever else restricted or prohibited by law.

SWEEPSTAKES PERIOD. Sweepstakes begins on 9:00 a.m. Eastern Standard Time ("EST") on January 1, 2012 and ends on 11:59 p.m. EST on February 29, 2012 (the "Sweepstakes Period"). The Sweepstakes is subject to these official rules ("Official Rules"), which can be found at participating retailers and online at www.duvelvalentine.com.

HOW TO ENTER. There are three ways to enter the Sweepstakes:

1. **At Participating Retailers:** During the Sweepstakes Period, visit a participating retailer that carries Duvel products and pick up a Sweepstakes entry form; complete all required information on the entry form and mail it to the address provided on the form; or
2. **By Mail:** During the Sweepstakes Period, clearly hand-print your full name, valid mailing address (including city, state and zip code), daytime phone number, and email address on a plain 3"x5" piece of paper and mail it to: Duvel Valentine's Sweepstakes, Duvel Moortgat USA, 21 Railroad Avenue, Suite 32, Cooperstown, NY 13326; or
3. **Online:** During the Sweepstakes Period visit www.duvelvalentine.com and follow the link to enter the Sweepstakes. Fill in the Sweepstakes entry form by providing all required information and submit your entry according to the directions on the screen.

Only one entry per natural person per email address, regardless of method of entry.

Online entries must be received no later than 11:59 p.m. EST on February 29, 2012, according to the computer time on Sponsor's server. Entrants must provide a valid email address. Incomplete, garbled, corrupted or illegible entries are void and will not be accepted. Mail-in entries must be postmarked by February 29, 2012, and received by Sponsor no later than March 7, 2012. Envelopes containing multiple entries will be disqualified. Sponsor is not responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible, mutilated, or postage due mail. Photocopies, mechanically reproduced, forged or altered mailed entries and facsimiles are void. All entries become the property of the Sponsor and will not be returned. Persons discovered entering under several names will be disqualified. Sponsor reserves the right to disqualify false entries or entries suspected of being false. In the event of a dispute as to the identity of a Selected Sweepstakes Entrant, the Selected Entrant will be deemed to be the person in whose name the e-mail account governing the e-mail address was opened.

SELECTION AND NOTIFICATION OF SELECTED ENTRANTS. All eligible entries received during the Sweepstakes Period will be entered into a random drawing. Random drawings by a representative of Sponsor will be held on or about March 18, 2012 ("Drawing Date") to determine one (1) potential Grand Prize winner and ten (10) potential Runner-Up winners (collectively "Selected Entrants"). Selected Entrants will be notified by phone, email and/or mail in Sponsor's discretion. The Selected Entrants will be required to respond (as directed) within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize and, in such case, Sponsor may randomly select an alternate chosen entrant from among the remaining eligible entries (Sponsor is not responsible for incorrect email addresses), up to two times. In no event will Sponsor reserve prizes for any Selected Entrant that does not respond timely to the notification and in no event is Sponsor required to contact Selected Entrant more than once using the information provided in the entry form. Selected Entrants will be sent a declaration of eligibility / liability / publicity release ("Release"), which must be completed and returned to Sponsor in the manner specified by Sponsor at the time the Selected Entrants are notified. If Selected Entrant does not return Release within 72 hours of receipt, Selected Entrant forfeits prize and a new Selected Entrant may be chosen from among all remaining eligible entries. Selected Entrants allow Sponsor to use their name and likeness for marketing purposes, unless prohibited by law. In some cases, Selected Entrant may also be required to provide name, U.S. Social Security Number (for tax form purposes), birth date, current address and phone number. An alternate Selected Entrant may be randomly selected from among the remaining eligible entries if a Selected Entrant: (i) cannot be reached; (ii) fails respond with the

required information in a timely manner as required in these Official Rules; or (iii) cannot accept or receive the Prize for any reason. Selected Entrants will receive the Runner-Up Prizes by postal carrier to an address located in the United States (other than HI, AK, CA, TN, UT, ND, SD, WV, MS and MT, or where otherwise prohibited by law), within ninety (90) days of the Drawing Date, provided all Releases have been completed and returned. If Selected Entrant has completed all forms and does not receive Prize within 90 days, Selected Entrant must contact Sponsor at the address provided in these rules. Failure of Selected Entrant to notify Sponsor within 120 days of the Drawing Date will result in forfeiture of Prize. Sponsor may delay prize if it believes Selected Entrant has fraudulently entered the promotion and may request that Selected Entrant provide proof of actual address (including apartment or suite number) in the form of a utility bill or other verification document. In rare cases, if Sponsor believes that a Selected Entrant is fraudulently attempting to collect more than one prize, Sponsor may require a notarized declaration of eligibility. All Sweepstakes entries are subject to verification prior to awarding of any prize. Eligibility, age, and any and all other claims shall be subject to verification prior to the actual awarding of the Grand Prize. Only one prize per person.

PRIZES: If eligible under these Official Rules, one (1) Selected Entrant will receive the following Grand Prize and ten (10) Selected Entrants will each receive the following Runner-Up Prize:

One (1) Grand Prize: a 5-day round trip for two (2) persons (Selected Entrant and one (1) guest of Selected Entrant, who must be at least 21 years old ("Guest")) to Brussels in Belgium, consisting of: two (2) round-trip coach airfare tickets to Brussels International Airport from a major airport closest to Selected Entrant's residence, on an airline selected by Sponsor in its sole discretion; four (4) nights standard double occupancy hotel accommodations in or around Brussels at a 2 or 3 star hotel selected by Sponsor, and US\$400 in spending cash. Approximate Retail Value ("ARV") of Grand Prize: Four Thousand Dollars (\$4,000.00).

Ten (10) Runner-Up Prizes, each consisting of one (1) Duvel Prize Pack consisting of one (1) shirt, one (1) hat, one (1) bottle opener and a set of Duvel glasses. Content of Duvel Prize Pack may vary in Sponsor's discretion. Prize will only be shipped to an address located in the United States (other than HI, AK, CA, TN, UT, ND, SD, WV, MS and MT, or where otherwise prohibited by law). ARV of Runner-Up Prizes: Fifty Dollars (\$50).

Total ARV of Prizes: \$4,500.

Selected Entrant and Guest must travel together on the same itinerary and must have all necessary identification and travel documents, including valid passport. Choice of airline(s) and hotel(s) shall be at the discretion of Sponsor. Prize may be awarded in the form of coupon(s), voucher(s) and/or gift card(s). Actual value of travel prizes may vary based on point of departure and airfare fluctuations. Once airline tickets and hotel reservations have been issued, they shall not be changed, re-sold, endorsed, exchanged, transferred or in any other manner modified by Selected Entrant. Travel must be completed by March 31, 2013. Travel arrangements are subject to availability and to the terms and conditions of the airline and hotel. Selected Entrant and Guest are solely responsible for any other unspecified expenses related to the travel prize, including without limitation: meals, ground transportation, gratuities, incidental hotel expenses, baggage charges, upgrades and any and all federal, state, and local taxes on prize, including special airport taxes and fees. Guest of Selected Entrant must sign a liability release and the signed release must be received before travel will be booked. Selected Entrant must notify Sponsor of requested travel times at least forty five (45) days in advance; otherwise Sponsor reserves the right to alter the request to accommodate availability. Selected Entrant is not entitled to any surplus between actual retail value of prize and stated ARV and any difference between stated ARV and actual value of the prize will not be awarded. No substitution, transfer, or cash redemption of prize, provided however that Sponsor reserves the right to substitute a prize with another prize of equal or greater value should the advertised prize become unavailable for any reason. Any and all activities related to the prize, including without limitation flying, are at the Selected Entrant's and Guest's own risks and subject to whatever restrictions are imposed by the entities that govern activities. If the Selected Entrant does not want a portion of the prize, that portion is forfeited. All additional costs, including taxes, are the sole responsibility of Selected Entrants.

ODDS. The odds of winning depend on the total number of eligible entries received.

CONDITIONS. Sweepstakes is subject to these Official Rules. By participating, entrants agree to be bound by these complete Official Rules. All decisions of Sponsor are final and binding; and entrants agree to waive any right to claim ambiguity in the Sweepstakes or these Official Rules, except where prohibited by law. By accepting a Prize, winner agrees to release Sponsor, its attorneys, affiliates, together with the respective directors, employees, officers, licensees, licensors and agents of each, including without limitation, their respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Sweepstakes, (collectively, the "Releasees") from any and all liability, loss or damage arising from or in connection with awarding, receipt, malfunction and/or use or misuse of a Prize. Sponsor reserves the right to use the Sweepstakes for publicity purposes in any media, and to use the name, likeness, and hometown name and/or prize information of any Selected Entrant as part of that publicity, without any compensation or prior review unless prohibited by law. Taxes, if any, are the sole responsibility of Selected Entrants, and Selected Entrants will be issued an IRS Form 1099 for the ARV of any awarded prize for which such paperwork is warranted. This Sweepstakes is void outside the

United States, in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, all other U.S. territories and possessions, in HI, AK, CA, TN, UT, ND, SD, WV, MS and MT and wherever else restricted or prohibited by law, and subject to applicable federal, state provincial and local laws. Sponsor reserves the right to disqualify any entrant it finds to be tampering with the entry process or the operation of the Sweepstakes or violating these Official Rules.

Releasees shall not be liable to the Selected Entrants for failure to supply any Prize or any part thereof, by reason of any acts 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), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, 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 other similar or dissimilar cause beyond any of the Releasees' control. The Releasees shall not be liable for: (i) late, lost, delayed, misdirected, incomplete unreadable, inaccurate, garbled or unintelligible entries, communications or affidavits, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize, or from participation in the Sweepstakes; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Sweepstakes in any way by cheating, hacking, deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass any other players or Sponsor representatives. Use of any automated system to participate is strictly prohibited and will result in disqualification. Sponsor may disqualify at its sole discretion any entries it believes are created by an automated system. Sponsor shall destroy all mail-in entries after 90 days. Disputes regarding these Official Rules and/or this Sweepstakes will be governed by the internal laws of the State of New York. Any and all legal actions or claims arising in connection with this Sweepstakes must be brought in a court of competent jurisdiction within the United States. CAUTION: ANY ATTEMPT TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

PRIVACY. All personal information collected by Sponsor will be used for administration of the Sweepstakes. In addition, entrants may receive email correspondence from, or on behalf of Sponsor subject to Sponsor's privacy policy. Sponsor uses reasonable commercial efforts to comply with Federal CAN-SPAM guidelines, and entrants may subsequently opt-out of receiving further emails by following the opt-out instructions contained in the email. Any questions regarding privacy matters should be directed to the address set out below. Please refer to Sponsor's privacy policy located at www.duvelvalentine.com for important information regarding the collection, use and disclosure of personal information by Sponsor.

OFFICIAL RULES AND WINNERS' LIST. For a copy of these Official Rules or winners' list, send your request and a self-addressed, stamped, business size (#10) envelope (WA and VT residents need not affix return postage) to: Duvel Lovers Win a Trip to Belgium Sweepstakes. 21 Railroad Avenue, Suite 32, Cooperstown, NY 13326. Request must be received by September 30, 2012.

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