

**“THE GUINNESS VIP CONCERT SWEEPSTAKES”
OFFICIAL RULES**

NO PURCHASE NECESSARY. MUST BE 21 YEARS OF AGE OR OLDER TO ENTER. THIS SWEEPSTAKES IS ONLY OPEN TO LEGAL RESIDENTS OF THE STATE OF WISCONSIN. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW.

To Enter: This sweepstakes begins at 12:01 a.m. (CST) on March 10, 2010 and ends at 11:59:59 p.m. on March 17, 2010. To enter: Go to any of the TBD participating on-premise accounts during the sweepstakes period, and complete the official sweepstakes form or log onto www.1029thehog.com and follow the on screen instructions. Fill it out with all information requested and drop the form into the registration box. One entry per person regardless of method of entry. Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible, incomplete, or incorrect , entries or other sweepstakes materials, all of which are void. Sponsor is not responsible for technical difficulties, telephone or cell phone service disruptions or other equipment or service issues which might affect the ability of the Sponsor to notify the winner. Facsimiles or mechanical reproductions will not be accepted. All entries become the property of the sponsor and will not be returned. No alterations or forged entries are permitted.

Prizes: Ultimate Concert Ticket Package – tickets to every major concert in the Milwaukee area in 2010. At least Twelve (12) pairs of tickets will be awarded. Winner will receive all twelve (12) pairs of tickets. Alcohol beverages are not part of the prize. Approximate retail value per Prize: 100.00.

Approximate retail value of all Prizes: \$2,400.00.

Winner Determination: Winners will be determined in a random drawing on or about March 18, 2010 by WHQG-FM whose decision will be final in all matters relating to this sweepstakes. Odds of winning will be determined by the total number of eligible entries received. The winner will be notified by phone on or about March 18, 2010, and will be required to sign an affidavit of eligibility and liability release within 2 days of notification or prize will be forfeited and may be awarded to another winner at sponsor's sole discretion. If winner cannot be located or does not respond within 2 days, prize will automatically be forfeited and an alternate winner may be selected at sponsor's sole discretion. Except where prohibited, acceptance of prize constitutes winner's consent to use of his/her name, likeness and biographical data for advertising and promotional purposes without additional compensation.

Eligibility: This sweepstakes is open only to legal residents of Wisconsin who are 21 years of age or older at the time of entry. Void wherever prohibited or restricted by law. Employees of the following entities and members of their families or households are not eligible for participation under any circumstances: DIAGEO – Guinness USA, Inc., and its respective affiliates, printers, advertising and promotion agencies, alcohol beverage suppliers, importers, wholesalers, distributors or retailers. All federal, state and local laws apply.

General Conditions: No substitution of prize or cash equivalent except at Sponsor's sole discretion. Cash equivalent may be less than the approximate retail value of the prize. Prize is non-transferable except at the sole discretion of the Sponsor. All federal, state and local taxes on the prize are winner's sole responsibility. By accepting the prize, winner waives the right to assert as a cost of winning said prize, any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking said prize. Sponsor

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reserves the right to conduct a background check of any criminal records of the prize winner and guest. To the extent necessary and permitted by law, prize winner and guest shall authorize this background check. Sponsor reserves the right, at its sole discretion, to disqualify prize winner and guest from any prize element, based on the background check. Except where prohibited, acceptance of prize constitutes winner's consent to use of his/her name, likeness and biographical data for advertising and promotional purposes without additional compensation. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of this prize.

The value of the prize won by a participant under the Sweepstakes may be taxable as income to its winner. Winner is solely responsible for any and all taxes and/or fees associated with the prize. Upon receipt of a prize, the winner shall be required to comply with any and all applicable federal, state and local law, rules and regulations.

In consideration of the undersigned's receipt of any prize, the winner for himself or herself and his or her heirs, personal representatives and assigns shall voluntarily and knowingly completely and forever release, waive and discharge from any and all claims, demands, causes of action or other liabilities, known or unknown, absolute or contingent, and whether or not fixed, which the undersigned ever had, now has or might in the future have against any of the other Sponsors resulting in any manner from and/or by reason of the winner's participation in the Sweepstakes and/or receipt and use of any prize, including any future use of the prize.

Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion without notice or further obligation.

Electronic Entries: In the event of a dispute, on-line entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry. The authorized account holder is the natural person who is assigned to the e-mail address by an Internet access provider, on-line service, or other organization that is responsible for assigning e-mail addresses. Sponsor and its agencies are not responsible for lost, late, damaged, illegible, misdirected, or incomplete entries, or for on-line entries not received due to lost, failed delayed or interrupted connections or miscommunications, or to other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of entries. Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by web-site visitors or by any human or technological error, which may occur in the processing of entries in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel or suspend all or a portion of the Sweepstakes, should viruses, bugs or other causes beyond control of the Sponsor corrupt the administration, security or proper operation of the Sweepstakes. **CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

Winner's List: For a list of winners, please send a self-addressed stamped envelope to **"THE ULTIMATE CONCERT TICKET SWEEPSTAKES**. 5407 W. McKinley Ave., Milwaukee, WI 53208. All requests for the winner's list must be postmarked by March 20, 2010 and received by April 3, 2010.

Sponsor: DIAGEO – Guinness USA, Inc., Norwalk, CT and WHQG-FM Saga Communications - Milwaukee, WI

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Please Drink Responsibly.