

KRAKEN® TAKE A SHOT OF THE DARK SHOT GLASS OFFER

TERMS AND CONDITIONS

Open to legal residents of the fifty (50) United States (“**U.S.**”) and District of Columbia (“**D.C.**”) who are twenty-one (21) years of age or older at the time of participation. No purchase necessary. Void where prohibited.

Sponsor: Proximo Spirits, Inc., 3 Second Street, Suite 1101, Jersey City, NJ 07302

Administrator: TPG Rewards, Inc. 19790 West Dixie Highway, Aventura, FL 33180

1. **BUY** one (1) bottle of either Kraken® Black Spiced Rum 750ml, 1L or 1.75L, Kraken® Dark Label 750ml, 1L or 1.75L or Kraken® Black Roast 750ml (the “**Participating Products**”) between 9/15/20 – 12/31/20 (“**Offer Period**”) at any retailer selling the Participating Products (“**Qualifying Purchase**”).
2. **SNAP** a picture of your complete receipt showing the Qualifying Purchase. Go to www.krakeninthedark.com and follow the instructions to register for the **Kraken® Take a Shot of the Dark Shot Glass** (“**Offer**”) and **UPLOAD** your receipt. Receipt must be uploaded by 11:59:59 PM Pacific Standard Time (“**PST**”) on 1/14/21. Photo must include the date/time of transaction, store name and address where the Qualifying Purchase was made and the total receipt amount. Each receipt must be submitted separately and limit one (1) Qualifying Purchase per receipt submitted. Only a Qualifying Purchase of a Participating Product is valid for this offer. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, you can fold the receipt making sure all of the needed information for approval is showing in the photo. Be sure that the store name, date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. Star the Participating Product(s) on your receipt for quicker verification. For help or more information, visit www.krakeninthedark.com.
3. **GET** an on-screen confirmation of your receipt submission followed by an email to the email account provided. The follow-up email will contain a link to the reward page where you will receive a qualifying code (“**Code**”). Upon receipt of your Code, follow the on-screen instructions on the reward page to enter and submit your Code and any other required information. Codes are single-use and may only be used one (1) time. Codes cannot be replaced. Codes will expire on 1/21/21.

No Purchase Necessary: To submit for your Kraken® Black Spiced Rum shot kit without a purchase, please mail a 3x5 index card with your First and Last Name, email address and mailing address to Kraken Rum Shot Glass offer, PO Box 6050, Dept. 42766 Douglas, AZ 85655 during the Offer Period.

The Offer will distribute twenty-five hundred (2,500) Kraken® Black Spiced Rum shot kits. After this volume is depleted, any remaining submissions will not be processed and No Purchase Necessary submissions will not receive a response. The shot kits will be distributed on a first come, first serve basis. The approximate retail value

("ARV") of each prize package is \$45.00. The total ARV of all prizes combined is \$112,500.00. Prizes are non-transferable and no substitution, including cash, will be made except at Sponsor's sole discretion or as otherwise required by law.

Limit one (1) Code per person/email address for the entire Offer Period. No copies, facsimiles or mechanical reproductions of receipts will be accepted. This offer may not be combined with any other offers. No group or organization requests will be honored. Each receipt can only qualify for one (1) reward and can only be submitted once. Offer valid only in the U.S. for Qualifying Purchases made at retailers. By uploading a receipt/submission from your wireless device, the participant must agree to accept all applicable charges associated therewith. **Message and data rates may apply.** You are responsible for all applicable fees and taxes associated with making a submission from a wireless device. Submission via a wireless device is designed to work with most of the U.S. major wireless carriers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the wireless device that is used must be capable of uploading the submission to the website. Check with your carrier for details. Participants should check their phone's features to see if they have that capability. Wireless service providers may charge entrants for each submission completed from a wireless device, including any error message that is sent and received in connection with the promotion, based on the applicable wireless service pricing plan. Participants should consult their wireless service provider's pricing plan for details. Sponsor, in their sole discretion, may add or delete a wireless carrier at any time, without notice. Proof of submission is not considered proof of delivery to or receipt by Sponsor or their designee of submission materials.

Sponsor and Administrator (collectively, the "**Promotion Entities**") are not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled submissions, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. The Promotion Entities shall not be responsible for incorrect or inaccurate submission information whether caused by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the processing of the submission in the promotion. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of submissions. By participating in this promotion, participant agrees to release and hold harmless the Promotion Entities, their respective subsidiaries, affiliates, representatives and agents (including any third parties who assist in the administration of this promotion), and each of their respective directors, officers and employees, managers and shareholders, from any and all liability from claims, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any reward, participation in this promotion or any promotion-related activities. Proof of submission is not considered proof of delivery to or receipt by Sponsor or their designee of submission materials. Offer is void where prohibited.

Any attempt by a participant or any other individual to deliberately undermine the legitimate operation of the promotion, or to annoy, abuse, threaten or harass any other person in connection with the promotion, is in violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to disqualify the applicable individual and seek damages and other remedies from any such person to the fullest extent permitted by law. Buy Snap Get is a registered trademark of TPG Rewards, Inc.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any gift furnished by third parties in connection with the offer. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH REWARDS ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER

The Kraken® Black Spiced Rum. Rum with Spice, Caramel and Other Natural Flavors. 33.3-47% Alc./Vol. (66.6-94 proof). ©2020 Kraken Rum Co., Jersey City, NJ. Like the deepest sea, the Kraken® should be treated with great respect and responsibility.