

2027 KENTUCKY BOURBON FESTIVAL SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. Subject to these Official Rules (“Rules”). By entering, each entrant agrees to be bound by these Rules and the decisions of Sponsor, which are final and binding in all matters relating to this Sweepstakes.

1. Sponsor

This 2027 Kentucky Bourbon Festival Sweepstakes (“Sweepstakes”) is sponsored by The Bardstown Bourbon Company, LLC, a Kentucky limited liability company, with a principal place of business at 1500 Parkway Drive, Bardstown, KY 40004 (“Sponsor”). The Sweepstakes will be administered by an independent, third-party contest facilitator, Genuine Overkill LLC, with a business address at 8465 West Sahara Avenue, Suite 111-598, Las Vegas, NV 89117 (“Administrator”).

2. Sweepstakes Period

The Sweepstakes begins at 12:00:01 a.m. Eastern Time (“ET”) on **September 1, 2026** and ends at 11:59:59 p.m. ET on **October 31, 2026** (the “Entry Period”). Administrator's computer is the official time-keeping device for the Sweepstakes.

3. Eligibility

The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, officers, and directors of Sponsor, Administrator, Lofted Spirits and their respective parents, subsidiaries, affiliates, advertising and promotion agencies, and each of their immediate family members (spouse, parents, children, siblings, and their respective spouses) and/or those living in the same household as such employees, whether or not related, are not eligible to enter or win.

In addition, the following individuals and entities are not eligible to enter or win: (a) any distributor, wholesaler, or retailer of alcoholic beverages, and any owner, officer, director, or employee of any such distributor, wholesaler, or retailer; and (b) any officer, director, or employee of any state or local alcoholic beverage control board, commission, or other alcohol regulatory body having jurisdiction over the Sweepstakes.

Any guest a winner brings on the prize trip (“Guest”) must also be twenty-one (21) years of age or older. A winner may not bring, and Sponsor will not provide travel, lodging, or festival admission for, any Guest under the age of 21.

The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

4. How to Enter

During the Entry Period, visit <https://www.bardstownbourbon.com/bourbonfest/> and complete and submit the online entry form. To complete a valid entry, an entrant must provide the following information:

- Full name
- Mailing address
- Email address

- Phone number
- Affirmation/verification that the entrant is at least 21 years of age

Entries that are incomplete, illegible, fraudulent, or that do not otherwise comply with these Rules, as determined by Sponsor and/or Administrator in their sole discretion, will be disqualified. Entries generated by script, macro, or other automated means, or submitted by third parties or entry services, are void.

5. Limit One Entry Per Person

Limit one (1) entry per person/per email address for the entire Entry Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address. Any attempt by an entrant to obtain more than one entry by using multiple/different email addresses, identities, registrations, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited.

6. Winner Selection / Random Drawing

On or before **November 15, 2026**, Administrator will conduct a random drawing from among all eligible entries received during the Entry Period to select three (3) potential Grand Prize winners and one (1) alternate winner for each, as described in Section 8 below. The random drawing will be conducted by Administrator, whose decisions are final and binding on all matters relating to this Sweepstakes.

Odds of winning depend on the total number of eligible entries received during the Entry Period.

7. Prizes

There will be a total of **three (3) Grand Prizes** awarded. Each Grand Prize winner may bring one (1) guest ("Guest") who is at least 21 years of age; the winner and Guest travel together as one prize package. Each Grand Prize package consists of:

Prize Component	Qty	Unit Value	Subtotal	Cash?
Round-trip coach-class airfare, consumer's home airport to Louisville, KY (Winner + Guest)	2 tickets	Up to \$1,000/ticket	Up to \$2,000	No
Hotel accommodations, Friday & Saturday night (double occupancy)	2 nights	\$250/night	\$500	No
2027 Kentucky Bourbon Festival admission (Fri–Sun), Winner + Guest	2 tickets	Provided by Sponsor	No add'l ARV	No
Lunch & guided tour at Bardstown Bourbon Company, Winner + Guest	1 visit	Provided by Sponsor	No add'l ARV	No
TOTAL APPROXIMATE RETAIL VALUE ("ARV") per Prize Package	—	—	\$2,500	No

- Round-trip coach-class airfare for the winner and Guest from a major airport near the winner's home to Louisville, Kentucky, up to a maximum of \$1,000 per ticket (\$2,000 total per prize package). Sponsor or its designated travel agent (which may be Administrator) will select and book the specific flights, carrier, routing, and travel dates, each in Sponsor's sole discretion. If the winner resides within a reasonable driving distance of Louisville, Kentucky (as determined by Sponsor), no airfare will be provided and no cash or other compensation will be substituted.
- Two (2) nights' hotel accommodations (Friday and Saturday night), double occupancy, valued at \$250 per night (\$500 total per prize package). Sponsor will select and book a specific hotel property of its choosing; winner may not select or request an alternate property.

- Two (2) tickets (Friday–Sunday admission) to the 2027 Kentucky Bourbon Festival in Bardstown, Kentucky.
- Lunch and a guided tour for the winner and Guest at Bardstown Bourbon Company in Bardstown, Kentucky.

Total Approximate Retail Value (ARV): \$2,500 per prize package (winner and Guest combined); \$7,500 total ARV for all three (3) prize packages.

Prize Restrictions and Booking Control:

- All travel, lodging, and related arrangements will be arranged and booked directly by Sponsor or its designated travel agent (which may include Administrator or a third-party travel agency). Winner and Guest will not receive cash, a travel stipend, gift card, or any other allowance in lieu of Sponsor's own booking, and may not book their own airfare or lodging for reimbursement under any circumstances.
- Sponsor will select the flight itinerary (including specific flights, carrier, routing, and travel dates) and the specific hotel property, each in Sponsor's sole discretion, subject to the value limitations described above. All travel dates are determined by Sponsor and are non-transferable and non-refundable.
- Within five (5) business days of notification (or such other period specified by Sponsor), winner must provide the full legal name(s) of winner and Guest exactly as they appear on government-issued photo identification, along with proof that both winner and Guest are at least 21 years of age, and any other information reasonably requested by Sponsor or its travel agent to complete booking, and must accept the itinerary and lodging Sponsor arranges.
- If, at any time, Sponsor determines that a Guest does not meet the age requirement in Section 3, the prize package for that winner will be forfeited in its entirety, and Sponsor is under no obligation to award a substitute prize, allow a different Guest, or otherwise accommodate the winner.
- Winner and Guest must travel on the same itinerary and must execute Sponsor's/Administrator's standard travel consent and liability release prior to booking.
- Failure to timely provide required information, failure to accept the arranged travel and lodging, or any attempt to independently book, alter, upgrade, exchange, or reroute the travel or lodging Sponsor arranges, will result in forfeiture of the applicable prize element (or, at Sponsor's discretion, the entire prize), and Sponsor is under no obligation to rebook, accommodate alternate requests, or award a substitute prize in that event.
- Any winner-requested change to Sponsor's chosen flights, dates, carrier, routing, or hotel is subject to Sponsor's prior written approval in its sole discretion and, if approved, any cost above the applicable value limit in Section 7 is the winner's sole responsibility, payable to Sponsor's travel agent in advance of booking.
- All elements of the prize not expressly stated as included in Section 7 are the sole responsibility of the winner (including, without limitation, ground transportation to/from airports and hotels, meals other than as stated, and incidental hotel charges).
- No cash, transfer, or substitution of prize is permitted, except that Sponsor reserves the right, in its sole discretion, to substitute a prize (or portion thereof) of comparable or greater value if the advertised prize (or portion thereof) becomes unavailable for any reason. Airfare and hotel accommodations have no cash value if unused or not redeemed (including, without limitation, where a winner resides in or near Louisville, Kentucky) and will not be replaced with cash or credit.

8. Winner Notification; Alternate Winners

Potential winners will be notified by phone and/or email on or before **November 30, 2026**, using the contact information provided at entry. Potential winners will be required to sign and return an Affidavit of Eligibility, Liability Release, and, where lawful, a Publicity Release (collectively, "Winner Documents") within a specified time period (e.g., five (5) business days) of attempted notification, and to complete IRS Form W-9 if required. The winner's Guest, who does not enter the Sweepstakes and therefore has not otherwise agreed to these Rules, will separately be

required to sign a Guest Publicity Release and Sponsor's Travel Consent, Assumption of Risk, and Liability Release before travel is booked for that Guest.

If a potential winner cannot be reached, fails to respond within the required time period, declines the prize, is found to be ineligible, or fails to properly execute and return the Winner Documents, that winner will be disqualified and an alternate winner will be selected from among the remaining eligible entries in a random drawing conducted by Administrator, following the same selection procedure described in Section 6. Sponsor may substitute alternate winners as many times as necessary within a reasonable period, provided Sponsor is not obligated to award a prize if the pool of eligible entries is exhausted. In total, there is one (1) alternate designated per Grand Prize.

9. Winner List

For the name of the Grand Prize winners, send a self-addressed, stamped envelope, or an email request, to info@genuineoverkill.com, received no later than December 31, 2026. Winner list requests will be fulfilled within a reasonable time after such request is received.

This winner-list disclosure is provided to comply with applicable state law and is separate from, and does not limit, Sponsor's and Administrator's right to publish and promote the winners' names as described in Section 10.

10. General Conditions

- Sponsor and Administrator reserve the right, in their sole discretion, to cancel, suspend, modify, or terminate the Sweepstakes, or any part of it, if fraud, technical failure, or any other factor beyond their reasonable control impairs the integrity of the Sweepstakes, subject to applicable law.
- Sponsor reserves the right to disqualify any individual found to be tampering with the entry process, violating these Rules, or acting in an unsportsmanlike or disruptive manner.
- By entering, entrants release and hold harmless Sponsor, Administrator, and their respective parents, subsidiaries, affiliates, officers, directors, employees, and agents from any and all liability, injury, loss, or damage of any kind arising from or in connection with participation in the Sweepstakes or the acceptance, use, or misuse of any prize, subject to the limitation of liability in Section 11.
- Except where prohibited, entry constitutes each winner's consent to Sponsor's and Administrator's use of the winner's name, city and state of residence, likeness, voice, photograph, and statements about the Sweepstakes or the prize, without further compensation, review, or approval, in any media now known or later developed, worldwide, in connection with advertising, promoting, and publicizing the Sweepstakes and Sponsor's products — including, without limitation, publishing the winner's name and city/state on Sponsor's and Administrator's websites, social media accounts, and press materials, and announcing the winner's name at or in connection with the 2027 Kentucky Bourbon Festival. This consent is in addition to, and does not limit, the winner-list disclosure described in Section 9. To the extent any state requires a winner's separate signed consent to use of name, likeness, or statements beyond mere entry into the Sweepstakes, such consent will be obtained via the Publicity Release described in Section 8, and no such use will occur in that state absent the winner's signed Publicity Release.
- Sponsor and Administrator are not responsible for lost, late, incomplete, misdirected, or garbled entries; technical, hardware, software, or network failures; or for any injury or damage to any entrant's or any other person's computer or mobile device related to or resulting from participation in the Sweepstakes.

11. Limitation of Liability

PLEASE READ THIS SECTION CAREFULLY — IT LIMITS YOUR ABILITY TO RECOVER DAMAGES FROM SPONSOR AND ADMINISTRATOR.

ENTRANT ACKNOWLEDGES AND AGREES THAT PARTICIPATION IN THE SWEEPSTAKES, AND ACCEPTANCE OR USE OF ANY PRIZE — INCLUDING AIR TRAVEL, HOTEL LODGING, AND THE TOUR AND TASTING ACTIVITIES AT BARDSTOWN BOURBON COMPANY — INVOLVES INHERENT RISKS, INCLUDING WITHOUT LIMITATION RISKS ASSOCIATED WITH AIR AND GROUND TRAVEL, HOTEL PREMISES, CONDITIONS AT AN OPERATING DISTILLERY, AND THE CONSUMPTION OF ALCOHOLIC BEVERAGES. ENTRANT VOLUNTARILY ASSUMES ALL SUCH RISKS TO THE FULLEST EXTENT PERMITTED BY THE LAWS OF THE COMMONWEALTH OF KENTUCKY.

To the maximum extent permitted by applicable law, the total, aggregate liability of Sponsor, Administrator, and their respective parents, subsidiaries, affiliates, officers, directors, employees, and agents (collectively, “Released Parties”) to any entrant, winner, or Guest arising out of or in any way connected to the Sweepstakes, these Rules, entry, or any prize — whether based in contract, tort, statute, or any other legal theory, and regardless of the number of entrants, winners, Guests, or claims asserted — will not exceed \$7,500 in the aggregate, and in no event will Released Parties be liable for indirect, incidental, consequential, special, exemplary, or punitive damages.

This limitation does not apply to, and does not limit, any liability that cannot be limited or excluded as a matter of applicable law, including, without limitation, liability for death or bodily injury caused by a Released Party's gross negligence or willful misconduct.

If a court or arbitrator of competent jurisdiction determines that this Section 11 is unenforceable as applied to a particular Claim, remedy, or amount, the Released Parties' liability for that Claim will instead be limited to the lowest amount or narrowest scope permitted by applicable law, rather than eliminating this Section 11 in its entirety, and this Section 11 will otherwise remain in full force and effect as to all other Claims. This Section 11 is severable from, and independently enforceable notwithstanding the outcome of, any challenge to any other provision of these Rules, including Section 13.

12. Taxes

All federal, state, and local taxes, and any other costs and expenses associated with prize acceptance and use not expressly stated in Section 7, are the sole responsibility of the winner. Sponsor will issue an IRS Form 1099 reflecting the actual ARV of the prize awarded to each winner, as required by law.

13. Dispute Resolution; Arbitration Agreement; Class Action Waiver

PLEASE READ THIS SECTION CAREFULLY — IT AFFECTS YOUR LEGAL RIGHTS, INCLUDING YOUR RIGHT TO FILE A LAWSUIT IN COURT OR TO PARTICIPATE IN A CLASS ACTION.

(a) Agreement to Arbitrate. Except as provided in subsections (e) and (f) below, entrant and Sponsor agree that any dispute, claim, or controversy arising out of or relating to the Sweepstakes, these Rules, entry, or any prize (a “Claim”) will be resolved exclusively by final and binding arbitration, rather than in court, administered by the American Arbitration Association (“AAA”) under its Consumer Arbitration Rules then in effect.

(b) Class Action and Jury Trial Waiver. ENTRANT AND SPONSOR EACH WAIVE ANY RIGHT TO A TRIAL BY JURY AND TO PARTICIPATE IN ANY CLASS, COLLECTIVE, CONSOLIDATED, OR REPRESENTATIVE ACTION OR ARBITRATION. Claims must be brought in an entrant's individual capacity only. The arbitrator has no authority to consolidate the claims of more than one entrant or to otherwise preside over any form of a representative or class proceeding. If this class-action and representative-action waiver is found unenforceable as to a particular Claim or form of relief, that Claim or

request for relief (and only that Claim or request for relief) will be severed and may proceed in court, and the remainder of this arbitration agreement, including as to all other Claims, will remain in full force and effect.

(c) Delegation. Any dispute concerning the validity, enforceability, revocability, or scope of this arbitration agreement will be decided by the arbitrator, except that any challenge to the enforceability of the class-action and representative-action waiver in subsection (b) will be decided exclusively by a court of competent jurisdiction and not by an arbitrator.

(d) Arbitration Procedure; Fees. The arbitration will be conducted by a single, neutral arbitrator and, at the entrant's election, may be conducted by telephone, videoconference, or solely on written submissions, without any requirement of an in-person hearing. Sponsor will pay all AAA filing, administrative, and arbitrator fees for any Claim with an amount in controversy of \$10,000 or less, except to the extent a claim is found by the arbitrator to be frivolous or brought for an improper purpose. Each party is responsible for its own attorneys' fees and costs, except as otherwise awarded by the arbitrator under applicable law. Nothing in this subsection limits the arbitrator's authority to award any remedy, including injunctive or declaratory relief, available to an individual entrant under applicable law.

(e) Right to Opt Out. Entrant may opt out of this arbitration agreement (including the class-action waiver in subsection (b)) by sending written notice to Sponsor at the address in Section 16 within thirty (30) days after first entering the Sweepstakes. The notice must include entrant's full name, mailing address, and a clear statement that entrant elects to opt out of this arbitration agreement. If entrant timely opts out, neither entrant nor Sponsor will be required to arbitrate Claims between them, and either may bring Claims in court consistent with Section 13(g), provided that Claims may still only be brought on an individual, non-class, non-representative basis to the fullest extent permitted by law.

(f) Exceptions. Notwithstanding subsection (a), either party may bring: (i) an individual Claim in small claims court, so long as it remains in that court and is brought on an individual basis; and (ii) a claim solely for injunctive relief to prevent the actual or threatened infringement, misappropriation, or violation of a party's intellectual property rights, in a court of competent jurisdiction.

(g) Governing Law. This arbitration agreement is governed by the Federal Arbitration Act. To the extent any Claim, or any aspect of the Sweepstakes or these Rules, is not subject to arbitration (including as a result of an opt-out under subsection (e)), it will be governed by, and litigated exclusively in accordance with, the laws of the Commonwealth of Kentucky, without regard to conflict-of-laws principles, in the state or federal courts located in Kentucky, and entrant consents to the exclusive jurisdiction and venue of those courts.

14. Privacy

Personal information collected from entrants is subject to Sponsor's Privacy Policy, available at <https://www.bardstownbourbon.com/privacy-policy/>, and will be used to administer the Sweepstakes and may be used for other purposes described in that policy.

15. State Registrations

This Sweepstakes has a total Approximate Retail Value across all prize packages that requires registration and bonding in New York and Florida. Sponsor will register this Sweepstakes and obtain the required surety bonds in accordance with New York General Business Law § 369-e and Florida Statute § 849.094 prior to the start of the Entry Period.

16. Official Rules; Sponsor Information

These Official Rules are available online at <https://www.bardstownbourbon.com/bourbonfest/> for the duration of the Entry Period. For questions about the Sweepstakes, or to send an arbitration opt-out notice under Section 13(e), contact Sponsor at:

Bardstown Bourbon Company, LLC

1500 Parkway Drive, Bardstown, KY 40004

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