ATHLETIC
BREWING CO®

BRAND GUIDELINES

With respect to any advertising, marketing, endorsements, promotional messages, photos, videos, or other communications, whether online or in any other public appearance or public medium, regarding Athletic Brewing Company LLC ("Athletic") and/or its products or services (collectively, "Content"), all agencies, independent contractors, speakers, writers, bloggers, talent, influencers, and other individuals or entities engaged in promotional communications on behalf of Athletic ("you"), you must adhere to the following standards:

- You must comply with all applicable federal, provincial and local laws, including, without limitation, laws governing the sale, marketing, promoting or advertising of our products to individuals under the age of 21;

- To better understand your responsibilities hereunder, you must review the following materials, copies of which have been provided to you. Please note, however, the below list is not meant to be an exhaustive compilation of applicable law:

1.	**Guides Concerning Endorsements and Testimonials in Advertising** https://www.ftc.gov/legal-library/browse/federal-register-notices/16-cfr-part-255-guides-concerning-use-endorsements-testimonials-advertising
2.	**Endorsement Guides: What People Are Asking** https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking
3.	**The Do's and Don'ts for Social Media Influencers** https://www.ftc.gov/news-events/press-releases/2017/09/csgo-lotto-owners-settle-ftcs-first-ever-complaint-against
4.	**Disclosures 101 for Social Media Influencers** https://www.ftc.gov/system/files/documents/plain-language/1001a-influencer-guide-508_1.pdf
5.	**Do you endorse things on social media?** https://www.ftc.gov/news-events/audio-video/video/advice-social-media-influencers

- You must **not**:
  - include any of the following phrases:
    - "Beer" (except as follows: "Near Beer," or "Brews")
    - "Alcohol-free"
    - "Zero-alcohol"
    - "Free of alcohol"
    - "Healthy" or any similar language or inferences
  - use any nutrition references inconsistent with the product's full average analysis (if the average analysis for the particular product is not listed below, such analysis must be requested from Athletic):
    - **Athletic Lite** per 12 fl. Oz. - Calories 25. Carbohydrates 5g. Protein 0g. Fat 0g
    - **Run Wild** per 12 fl. Oz. - Calories 65. Carbohydrates 16g. Protein 0g. Fat 0g

        - **Upside Dawn** per 12 fl Oz. - Calories 45. Carbohydrates 10g. Protein <1g. Fat 0g
        - **Free Wave** per 12 fl. Oz. - Calories 70. Carbohydrates 16g. Protein 1g. Fat 0g
        - **Atletica** per 12 fl. Oz. - Calories 60. Carbohydrates 15g. Protein 1g. Fat 0g
    - make deceptive or misleading claims about Athletic's or its competitor's products or services;
    - make any claims about competitive products that are not backed up by evidence;
    - disclose any confidential information of Athletic or its affiliates;
    - disparage Athletic, its business, products or services, or any person associated therewith;
    - engage in any communication that is defamatory or infringes upon the intellectual property rights of any person, including any right to privacy or publicity;
    - offer for sale or solicit products on behalf of Athletic, except as specifically approved in writing in advance by Athletic;
    - make offensive comments that have the purpose or effect of creating an intimidating or hostile environment;
    - post any Content that promotes bigotry, racism, or discrimination based on race, gender, religion, nationality, disability, sexual orientation, age or any other protected characteristic;
    - post any Content that features nudity, violence, or other graphic or obscene materials;
    - post any Content advertising to pregnant individuals or feature any pregnant individuals in any Content;
    - use ethnic slurs, personal insults, obscenity, or other offensive language;
    - include or imply any legislative, political, religious, or activist statements or references; or
    - make any comments or post any Content that in any way promotes unsafe activities that could lead to an unsafe situation involving Athletic's consumers or other individuals, including, without limitation, drinking any beer products while driving or operating heavy machinery.

a. You **must** adhere to:
    - the posted policies, guidelines, and terms of use on any platform on which you post any Content on behalf of Athletic, understanding that any these platforms' disclosure requirements about your connection to us do not necessarily satisfy applicable disclosure requirements; and
    - any additional guidelines provided by Athletic, such as product-specific program requirements.

- You must **not** create fake followers or engagement on any social media platforms, such as:
    - buying followers, likes or other engagements;
    - using bots to grow audience size by automating account creation, following, commenting, and liking; or
    - posting fake sponsored Content.

- All Content made under this Agreement must meet the following requirements:
    - You must clearly and conspicuously disclose your "material connection" with Athletic making it clear that you are being compensated for the Content and have received free products, if applicable. You must place the disclosure in plain sight in close proximity to the Content. You may not bury the disclosure in a link or place the disclosure in a string of hashtags or other disclosures. Athletic requires this disclosure regardless of any space limitations of the platform (such as Twitter), where you may use hashtags for the disclosure (like #ad or #sponsored). We require the following on these specific platforms:
        i. Instagram. Disclose a material connection before the "More" button in the caption, unless the Content can be seen without viewing the caption. In that case, also superimpose the disclosure on the post itself.
        ii. Snapchat stories; Instagram stories: Superimpose a material connection disclosure on images. The disclosure should be: (a) easy to notice and read in the time that followers have to look at the image; and (b) well-contrasted against the image.

iii. YouTube and other video platforms. The disclosure should be: (a) placed within the video itself, not just in the description of the video (including Instagram videos); (b) displayed long enough for a consumer to be able to read and understand it; and (c) audible if the endorsement is audible.

- The following language must be conspicuously featured in the (i) end frame of any video Content, and/or (ii) the caption of any static image Content:
    i. #Ad Athletic Brewing Company, LLC. Milford, CT and San Diego, CA. Near Beer. <0.5% alc/vol.
- Content should only make factual statements about Athletic and its products or services that are known by you to be true and that can be proven or verified—if there is any doubt of the veracity of a statement, you shall verify the statement with Athletic before posting it;
- Content must reflect your honest beliefs, opinions, and experiences;
- Content will be original and created solely by you;
- Content will not include the intellectual property of any third-party, including, without limitation, any trademarks, logos, brand names, copyrightable images, music, or audiovisual materials;
- Content will not include any person, or the personally identifiable information of any person, other than you, without the prior written approval by Athletic and the signing of a release in a form approved by Athletic by such person, unless you have obtained all rights of such person related thereto;
- You must obtain the release of any person or entity contributing to Content, including, without limitation, any producers, photographers or videographers, and such release must release any and all of such person or entity's intellectual property rights in, to, or under such Content; and
- Content must comply with the rules of the applicable social media platforms.

GUIDELINES FOR PROPER USE OF TRADEMARKS

The following guidelines show proper and improper use of Athletic's trademarks, service marks, and logos (collectively, "Marks"). You must follow these guidelines whenever you use Athletic's Marks.

Use Marks as Proper Adjectives Followed by a Generic Term

Athletic Marks must be used as adjectives followed by a generic modifier, and not as nouns or verbs. For example:

- Correct: ATHLETIC BREWING COMPANY non-alcoholic brews taste great.
  UPSIDE DAWN Golden has a clean, balanced and refreshing taste.
- Incorrect: ATHLETIC BREWING COMPANY tastes great.
  RUN WILD is the ultimate sessionable IPA.

Do Not Use Marks in the Possessive Form. Because the Marks are not nouns, they must not be used in the possessive form, unless the Marks itself is in possessive form. For example:

- Correct: We are increasing market share for ATHLETIC BREWING COMPANY non-alcoholic brews.
- Incorrect: We are increasing RUN WILD'S market share.

Do Not Use Marks in the Plural Form. Because the Marks are not nouns, they must not be used in the plural form unless the Marks itself is in plural form. For example:

- Correct: I enjoy UPSIDE DAWN Golden.
- Incorrect: I enjoy UPSIDE DAWNS.

Make the Marks Stand Out. The Marks must be separate from surrounding text to emphasize their brand name significance. Options include:

- Presenting the Marks in all capital letters (for example, ATHLETIC BREWING COMPANY);

- Presenting the Marks in bold typeface (for example, **UPSIDE DAWN**); and
- Presenting the Marks in its logo form as provided by Athletic.

Do Not Alter the Marks. The Marks must be used consistently and should not be altered. For example, do **not**:

- Abbreviate the Marks;
- Change the colors or typeface of the Marks;
- Add words or design elements to the Marks; or
- Hyphenate the Marks unless the Marks itself is hyphenated.

Use Proper Trademark Notice Symbols. Proper trademark notice symbols must be used with the Marks.

- Use the registered trademark symbol ® with Marks registered by Athletic with the United States Patent and Trademark Office.

- If Athletic has not yet received a registration for the Marks in the United States Patent and Trademark Office, use the symbol "TM" with Marks used to identify products.

The appropriate symbol must appear immediately following the Marks and may appear in superscript or subscript unless specified otherwise by Athletic.

Follow the Athletic Brand Identity Standards. Adhere to Athletic's brand identify standards when using Marks, as follows:

- NEVER reproduce the elements of any Mark in any other size or placement relationship other than as provided by Athletic;
- ALWAYS use the Marks in the colors specified by Athletic;
- NEVER modify any artwork provided by Athletic;
- ALWAYS use the Marks in the fonts specified by Athletic;
- NEVER abbreviate any trademark (for example: ABC for ATHLETIC BREWING COMPANY);
- NEVER incorporate any other elements into any Mark; and
- NEVER use a text or image size that does not make the Marks conspicuous and clear.