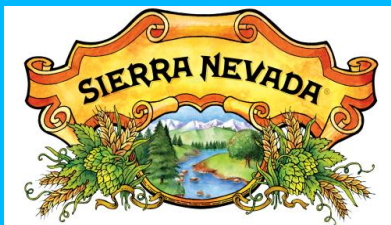


Sierra Nevada Brewing Co. Presents:
EIN STEIN DESIGN VENDOR SEARCH
Entry and Selection Rules

In conjunction with Sierra Nevada Brewing Co.'s ("Sierra Nevada") 2010 Oktoberfest scheduled October 2, 2010, Sierra Nevada, located in Chico, California is searching for a very special vendor ("Vendor"), who will have the opportunity to design and make a limited edition run of SIERRA NEVADA-branded beer steins to be sold in Sierra Nevada's onsite Gift Shop.

1. **Eligibility.** The Search is open only to residents of the United States of America aged 21 and over. Employees, officers, agents and representatives of Sierra Nevada and Red Hot Metal, Inc., as well as members of their immediate families and/or households, are not eligible to participate. For a stein design to be considered, it must have the following common characteristics:

- a. all designs must be original, i.e., not copied from someone else's design.
- b. all designs must be:
 - 1 to 2 pint in capacity
 - equipped with a handsome and useful handle
 - entry must include the suggested wholesale price
 - branded with the SNB logo* (see below) or initials
 - well suited to the task of presenting its wondrous contents



***Sierra Nevada Brewing Co. hereby grants to each artist a limited, one-time only permission to use Sierra Nevada's logo solely as part of their beer stein designs submitted in this Search. All other uses of Sierra Nevada's logo or variations thereof are strictly and expressly prohibited.**

c. The selected Vendor must be able to demonstrate to Sierra Nevada's satisfaction that it will be able to provide 200 to 300 signed and authenticated steins at the agreed-upon wholesale price to the Sierra Nevada Gift Store by December 1, 2010, and that all 200 to 300 units must meet or exceed the quality of the design as submitted to and selected by Sierra Nevada.

d. In addition, the selected Vendor must provide proof of insurance, from a carrier and at levels satisfactory to Sierra Nevada, to cover against all liability issues that might arise from the selected design and units, including, without limitation, intellectual property violations and product liability, and that will name Sierra Nevada as an additional insured under said policy or policies.

e. The selected Vendor must sign a winner's affidavit, release of liability and right of publicity license in form satisfactory to Sierra Nevada.

2. **Selection Process:**

Phase 1: COMPLETE THE ATTACHED ENTRY FORM. Submissions can be presented as sketches, drawings, photographs or digital media. These presentations must be received by the Design Search Coordinator, C/O Red Hot Metal, Inc., 24 Bellarmine Ct., Suite 1, Chico, CA 95928, info@redhotmetal.net, no later than midnight **August 24, 2010.**

Phase 2: A list of no more than fifteen (15) finalists will be selected from all submissions, based on the quality and aesthetic beauty of the design. Those finalists will be notified by email no later than August 26, 2010, and must

deliver an actual prototype of the stein so that it reaches the Design Search Coordinator, C/O Red Hot Metal, Inc., 24 Bellarmine Ct., Suite 1, Chico, CA 95928, no later than midnight **September 28, 2010**. The designs of all such finalists will be displayed at the 2010 Oktoberfest on October 2, 2010, located at Sierra Nevada Brewing Co. in Chico, CA.

Phase 3: One (1) selected Vendor will be selected by Sierra Nevada, using the same judging criteria as for Phase 1. The winner will be notified by email no later than October 1, 2010, that their prototypes have been chosen as the final design to make the Sierra Nevada Limited Edition stein.

4. **Sponsor**. This Search is sponsored by Sierra Nevada Brewing Co., 1075 East 20th Street, Chico, California 95928. See www.sierranevada.com.

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Sierra Nevada Brewing Co. Presents:

**EIN STEIN DESIGN VENDOR SEARCH
ENTRY FORM**

Submissions can be presented as sketches, drawings, photographs or digital media. The submissions, accompanied by a signed and dated copy of this Entry Form, must be received by the Design Search Coordinator, C/O Red Hot Metal, Inc., 24 Bellarmine Ct., Suite 1, Chico, CA 95928, info@redhotmetal.net, no later than **August 24, 2010**.

Name(s): _____

Email address: _____

Mailing Address: _____

Telephone: _____

Entry Title: _____

Entry Description: _____

The finalists will be notified by email no later than August 26, 2010, and must send an actual prototype of the stein so that it is received by the Design Search Coordinator no later than midnight **September 28, 2010**.

By submitting any design and/or prototype during any phase of the Search, I hereby represent and warrant that (a) I am the original creator of the design or prototype and that no element or material employed by me in the creation of the design or prototype violates any third party's trademark, trade name, copyright, right of publicity or right of privacy, patent, or other rights; and (b) my design has not been produced or commercially exploited before. I further agree to abide by the Entry and Selection Rules.

/s/ _____
Date: _____