

**Coors Light® Shoot Your Shot Challenge Contest**  
**(the “Contest”)**

**OFFICIAL CONTEST RULES**

1. **ELIGIBILITY:** To be eligible to enter and win, you must be: (i) 19 years of age or older; and (ii) a resident of Ontario who resides within a fifty (50) mile radius of the City of Toronto. You are not eligible to enter or win, if you are: a) an employee of Molson Canada 2005 (the “Sponsor”), Maple Leaf Sports & Entertainment Partnership and Maple Leaf Sports & Entertainment Ltd. and their affiliates (collectively, “MLSE” or “Prize Supplier”), the Toronto Raptors, the National Basketball Association and its Member Teams, NBA Properties, Inc., NBA Media Ventures LLC, or any of their respective affiliates and related companies, advertising or promotional agencies, the contest judging organization, any participating locations or the prize suppliers; b) an employee or contractor of a provincial liquor authority, a beer distribution company or a participating licensed establishment, or, any liquor licensee authorized by a provincial liquor authority; c) anyone involved in the development and/or administration of the Contest; or d) a member of the immediate family (defined as parents, siblings, children and spouse, regardless of where they live) or household (whether related or not) of any of the above persons.
  
2. **HOW TO ENTER:** Beginning on April 16, 2018, visit the Maple Leafs Square tailgate event. The Contest will start from when the event is open to the public and will continue up until the game starts that evening (“**Contest Period**”) for your chance to win. This Contest will run during every 2018 Toronto Raptors home game playoff up until they are eliminated. To enter, an entrant who purchases a can of Coors Light can visit the Coors Light Activation area where he/she will have the chance to scan the UPC code (the “Code”) located on the can. **NO PURCHASE NECESSARY:** To enter without product purchase, visit the onsite Molson Coors extreme team and request a card (the “Card”). Once an entrant has scanned his/her Code or Card, if a “Winning” message appears, you are eligible to participate in the Coors Light® Shoot Your Shot activation. The Shoot your Shot activation consists of sitting in the Coors Side Seats while shooting on a miniature basketball net for 24 seconds. The entrant who successfully shoots and gets the most baskets as determined by Sponsor are eligible to move into round 2 playoff. During round 2 playoff, entrants will once again have a chance to shoot and score. The entrant who successfully gets the most baskets as determined by Sponsor will be eligible to win the Prize. In the event of a tie, entrants will continue shooting until a winner has been clearly determined by Sponsor. See Rule 3 for Prize details. Limit: one (1) Code or Card per purchase or per request per person.
  
3. **PRIZE:** There is one (1) prize (the “Prize”) available to be won at each 2018 Toronto Raptors Home Playoff game. The Prize consists of two (2) tickets to attend a 2018 Toronto Raptors playoff home game that night (seating to be determined by Sponsor in its sole discretion) in Toronto, ON (the “Event”).

Winner and his/her guest shall be responsible for any costs or expenses associated with the Prize not outlined as included above, including but not limited to transportation to and from winner's residence and the Event, drinks, meals, gratuities and all incidental and personal expenses. Winner's guest must be 19 years of age or older in order to participate in this Prize. The approximate value of the Prize is \$6,000.00 CAD.

Prize is not transferable or assignable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right, in its sole discretion to substitute a Prize of equivalent monetary value, if a Prize or any part of the Prize, cannot be awarded as described for any reason. The Releasees (as defined below) will not be responsible, however, if weather conditions, Event(s) cancellations, or any agency thereof or other factors beyond Sponsor's reasonable control prevent a Prize or any part of a Prize from being fulfilled. In any such event, winner will not be provided with a substitute Prize or cash equivalent. Prize will only be released to the verified winner.

4. **PRIZE CLAIM(S):** If you find a Winning message with your Code or Card, you are eligible to win. All Prize claims are subject to verification. Before being declared a winner, you will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, the time-limited mathematical skill-testing question in person at the time. All Prize claims must be redeemed that evening and with your Molson Canadian extreme team at the time. The odds of participating in the shoot your shot challenge will depend on the time in which the entrant participates and the random seeding generated by the computer. The odds of winning will depend on the entrant who successfully scores the most baskets.
  
5. **RELEASES, ETC.:** Before being declared a winner of a Prize, a selected entrant may be required to sign a Declaration of Compliance and a Release of Liability form, which (among other things): (i) confirms compliance with these Official Contest Rules; (ii) acknowledges acceptance of the applicable Prize as awarded; (iii) releases the Sponsor, MLSE, and each of their respective advertising and promotional agencies, any contest judging organization, provincial liquor authorities, beer distribution companies, parent companies and affiliates of the foregoing and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof or the Prize; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet. The Releasees do not make, nor in any manner are responsible or liable for: (i) any warranty, guarantee or representation, expressed or implied, in fact or in law relative to any Prize, including but not limited to its quality, merchantability,

fitness for purpose or mechanical condition; and (ii) are not liable for injury, loss or damage of any kind resulting from the acceptance, use and/or misuse of any Prize, travel related thereto (as applicable), or otherwise from participation in this Contest. Declaration and Release documents must be returned within the time period indicated in the documents or the Prize will be forfeited.

6. **LIMITATIONS OF LIABILITY:** Without limiting the limitations of liability set forth elsewhere in these Official Contest Rules and/or the Declaration of Compliance and Release of Liability, and for greater certainty, the Releasees will not be liable for: a) any incomplete or inaccurate information, which may occur in the capturing and/or processing of winning Codes or Cards; b) the theft, loss, destruction or unauthorized access to, or alteration of, winning Codes or Cards; c) any failure of any winning Code or Card to be captured or recorded for any reason; d) any typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, these Official Contest Rules, the selection (if applicable) and/or announcement of eligible winner(s), and/or the distribution of any Prize(s); and/or e) any combination of the above.
7. **PERSONAL INFORMATION:** By entering this Contest, entrants consent to the collection, use and disclosure of their personal information for the purposes of administering the Contest including, but not limited to, for the purpose of receiving one or more messages, whether electronic or not, from the Sponsor or its designated representative, which may provide entrants with information regarding the Contest or otherwise further the administration of the Contest. The entrant will be deemed to have solicited these messages from the Sponsor by virtue of entering the Contest. By accepting any Prize, the winners consent to the collection, use and disclosure to the public of their names, addresses, city, province/territory), voices, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or formats, including but not limited to the Internet, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.
8. **ERRORS, ETC.:** Any Codes or Cards, or other materials used in this Contest that have been tampered with, mutilated, altered, forged, reproduced, not legitimately obtained, are illegible or which contain or reflect printing, production or other errors will be void.
9. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate, suspend or amend this Contest at any time and without prior notice if any factor interferes with its proper conduct as contemplated by these Official Contest Rules. Without limiting the generality of the foregoing, Sponsor reserves the right to terminate this Contest should any error in production, distribution, printing or any other event or error result in more than the stated number of prizes of any category

being claimed. In such event, the Prizes not yet awarded may be awarded in a random drawing amongst all eligible claimants who have not yet received a Prize. In any such drawing, the selected entrant must correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise (which will be administered by mail or phone), and execute any documents as may be required before being declared a winner.

10. **MISCELLANEOUS:** Claimants who have not complied with these Official Contest Rules are subject to disqualification from this Contest and any future contest or other promotion conducted by Sponsor. All decisions of Sponsor, or any contest judging organization designated by Sponsor, are final and binding without right of appeal in all matters relating to this Contest. The Releasees will not be responsible for illegible, incomplete, mutilated, damaged, forged, falsified, lost, misdirected or late Codes or Cards or Prize claims, all of which will be void. All winning Codes or Cards become the property of Sponsor and will not be acknowledged or returned. No correspondence will be entered into except with eligible claimant(s) or selected entrants (or any other entrant(s) as deemed necessary by the Sponsor). Contest is subject to all applicable federal, provincial and municipal laws.

Sponsor reserves the right at its sole discretion to disqualify, from this Contest and any future Contest or other promotion conducted by Sponsor, any individual that it finds or believes to be not in compliance with these Official Contest Rules; to be tampering with the Prize claim process or the operation of the Contest; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST 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.

Subject only to applicable law and any required regulatory approval, the Sponsor reserves and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Official Contest Rules, to the extent necessary, for purposes of verifying compliance by any claimant or winning Code or Card with these Official Contest Rules, or as a result of any other problems, or in light of any other circumstances which, in the opinion of the Sponsor, affects the proper administration of the Contest as contemplated in these Official Contest Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Contest Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these English Official Contest Rules shall prevail, govern and control to the fullest extent permitted by applicable law.

11. **LIQUOR AUTHORITIES:** The provincial liquor authorities are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever with regard to any matter relating to this Contest.
  
12. **MLSE:** MLSE involvement with this Contest is limited to hosting the Contest at the Maple Leafs Square tailgate. MLSE shall in no way be liable or responsible for the administration and fulfillment of this Contest.