

Coors Light® Coors Side Seats 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; (ii) a resident of Ontario residing within seventy-five (75) km of the City of Toronto; and (iii) a follower of Coors Light Canada on Snapchat (CoorsLightCA). You are not eligible to enter or win, if you are: a) an employee of Molson Canada 2005 (the “Sponsor”), or any of their respective affiliates and related companies, advertising or promotional agencies, the contest judging organization, any participating stores 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. You are not eligible to win more than one Coors Side Seats Toronto Raptors scavenger hunt per season.

2. **HOW TO ENTER: NO PURCHASE NECESSARY.** Contest begins on **October 19, 2017 at 12:00 pm (ET)** and **ends at 5:00 pm (ET)** on **April 8, 2018** (the “Contest Period”). During the Contest Period, there will be (40) Contest entry dates and time periods (each a, “Prize Period”), as follows:

Prize Period	Date	Contest Period	City/Region
Prize Period 1	THURSDAY, OCT 19	12pm - 6pm	TORONTO
Prize Period 2	SATURDAY, OCT 21	12pm - 6pm	MARKHAM
Prize Period 3	SUNDAY, NOV 05	11am-5pm	TORONTO
Prize Period 4	TUESDAY, NOV 07	12pm - 6pm	BRAMPTON
Prize Period 5	THURSDAY, NOV 09	12pm - 6pm	TORONTO
Prize Period 6	FRIDAY, NOV 17	12pm - 6pm	SCARBOROUGH
Prize Period 7	SUNDAY, NOV 19	11am-5pm	TORONTO
Prize Period 8	WEDNESDAY, NOV 29	12pm - 6pm	MILTON
Prize Period 9	FRIDAY, DEC 01	12pm - 6pm	BURLINGTON
Prize Period 10	TUESDAY, DEC 05	12pm - 6pm	ETOBICOKE
Prize Period 11	FRIDAY, DEC 15	12pm - 6pm	TORONTO
Prize Period 12	SUNDAY, DEC 17	11am-2pm	TORONTO
Prize Period 13	SATURDAY, DEC 23	11am-4pm	TORONTO
Prize Period 14	FRIDAY, DEC 29	12pm - 6pm	OAKVILLE
Prize Period 15	MONDAY, JAN 01	12pm - 6pm	ETOBICOKE
Prize Period 16	TUESDAY, JAN 09	12pm - 6pm	PICKERING
Prize Period 17	THURSDAY, JAN 11	12pm - 6pm	TORONTO
Prize Period 18	SATURDAY, JAN 13	12pm - 6pm	TORONTO
Prize Period 19	WEDNESDAY, JAN 17	12pm - 6pm	VAUGHAN
Prize Period 20	FRIDAY, JAN 19	12pm - 6pm	TORONTO
Prize Period 21	FRIDAY, JAN 26	12pm - 6pm	RICHMOND HILL
Prize Period 22	SUNDAY, JAN 28	12pm - 6pm	MISSISSAUGA
Prize Period 23	TUE, JAN 30	12pm - 6pm	ETOBICOKE
Prize Period 24	FRI, FEB 02	12pm - 6pm	MISSISSAUGA

Prize Period 25	TUE, FEB 06	12pm - 6pm	TORONTO
Prize Period 26	THU, FEB 08	12pm - 6pm	BRAMPTON
Prize Period 27	TUE, FEB 13	12pm - 6pm	ETOBICOKE
Prize Period 28	FRI, FEB 23	12pm - 6pm	SCARBOROUGH
Prize Period 29	MON, FEB 26	12pm - 6pm	TORONTO
Prize Period 30	SUN, MAR 04	11am-5pm	TORONTO
Prize Period 31	TUE, MAR 06	12pm - 6pm	TORONTO
Prize Period 32	FRI, MAR 09	12pm - 6pm	NORTH YORK
Prize Period 33	FRI, MAR 16	12pm - 6pm	ETOBICOKE
Prize Period 34	SUN, MAR 18	10am - 12pm	TORONTO
Prize Period 35	FRI, MAR 23	12pm - 6pm	ETOBICOKE
Prize Period 36	SUN, MAR 25	11am-5pm	TORONTO
Prize Period 37	TUE, MAR 27	12pm - 6pm	TORONTO
Prize Period 38	WED, APR 04	12pm - 6pm	TORONTO
Prize Period 39	FRI, APR 06	12pm - 6pm	NORTH YORK
Prize Period 40	SUN, APR 08	11am-5pm	TORONTO

To enter, during each of the Prize Periods, entrants must follow the Coors Light Canada Snapchat account (@CoorsLightCA) for details on how to locate the Coors Side Seats (the “Coors Seats”). Participants will be provided clues through the @CoorsLightCA Snapchat on where to locate the Coors Seats. The first participant to find and sit in the Coors Seats as determined by Sponsor will be eligible to win the Prize. The aforementioned participant is required to be a follower of Coors Light Canada on Snapchat.

Entrants can access the Snapchat platform through a mobile device. If using Snapchat via mobile, standard data rates may apply. Check your service carrier plan for your rates and fees. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

3. **PRIZES:** There are four (40) prizes (each a, “Prize”) available to be won. Each Prize consists of: (i) one (1) pair of Coors Side Seats tickets to a 2017-18 Toronto Raptors regular season home game (each an, “Event”). Prize and game details are outlined in chart below. The approximate value of each Prize is \$3187 CAD. Winner is not entitled to any monetary difference between the actual and stated value, if any.

Date	Game	Game Time
THURSDAY, OCT 19	RAPTORS VS. CHICAGO BULLS	7:30 PM ET
SATURDAY, OCT 21	RAPTORS VS. PHILADELPHIA 76ERS	7:30 PM ET
SUNDAY, NOV 05	RAPTORS VS. WASHINGTON WIZZARDS	6:00 PM ET
TUESDAY, NOV 07	RAPTORS VS. CHICAGO BULLS	7:30 PM ET
THURSDAY, NOV 09	RAPTORS VS. NEW ORLEANS PELICANS	7:30 PM ET
FRIDAY, NOV 17	RAPTORS VS. NEW YORK KNICKS	7:30 PM ET
SUNDAY, NOV 19	RAPTORS VS. WASHINGTON WIZZARDS	6:00 PM ET

WEDNESDAY, NOV 29	RAPTORS VS. CHARLOTTE HORNETS	7:30 PM ET
FRIDAY, DEC 01	RAPTORS VS. INDIANA PACERS	7:30 PM ET
TUESDAY, DEC 05	RAPTORS VS. PHOENIX SUNS	7:30 PM ET
FRIDAY, DEC 15	RAPTORS VS. BROOKLYN NETS	7:30 PM ET
SUNDAY, DEC 17	RAPTORS VS. SACRAMENTO KINGS	3:30 PM ET
SATURDAY, DEC 23	RAPTORS VS. PHILADELPHIA 76ERS	5:00 PM ET
FRIDAY, DEC 29	RAPTORS VS. ATLANTA HAWKS	7:30 PM ET
MONDAY, JAN 01	RAPTORS VS. MILWAUKEE BUCKS	7:30 PM ET
TUESDAY, JAN 09	RAPTORS VS. MIAMI HEAT	7:30 PM ET
THURSDAY, JAN 11	RAPTORS VS. CLEVELAND CAVALIERS	8:00 PM ET
SATURDAY, JAN 13	RAPTORS VS. GOLDEN STATE WARRIORS	7:30 PM ET
WEDNESDAY, JAN 17	RAPTORS VS. DETROIT PISTONS	7:30 PM ET
FRIDAY, JAN 19	RAPTORS VS. SAN ANTONIO SPURS	7:00 PM ET
FRIDAY, JAN 26	RAPTORS VS. UTAH JAZZ	7:30 PM ET
SUNDAY, JAN 28	RAPTORS VS. LOS ANGELES LAKERS	8:00 PM ET
TUE, JAN 30	RAPTORS VS. MINNESOTA TIMBERWOLVES	7:30 PM ET
FRI, FEB 02	RAPTORS VS. PORTLAND TRAIL BLAZERS	7:30 PM ET
TUE, FEB 06	RAPTORS VS. BOSTON CELTICS	7:30 PM ET
THU, FEB 08	RAPTORS VS. NEW YORK KNICKS	7:30 PM ET
TUE, FEB 13	RAPTORS VS. MIAMI HEAT	7:00 PM ET
FRI, FEB 23	RAPTORS VS. MILWAUKEE BUCKS	7:30 PM ET
MON, FEB 26	RAPTORS VS. DETROIT PISTONS	7:30 PM ET
SUN, MAR 04	RAPTORS VS. CHARLOTTE HORNETS	6:00 PM ET
TUE, MAR 06	RAPTORS VS. ATLANTA HAWKS	7:00 PM ET
FRI, MAR 09	RAPTORS VS. HOUSTON ROCKETS	7:30 PM ET
FRI, MAR 16	RAPTORS VS. DALLAS MAVERICKS	7:30 PM ET
SUN, MAR 18	RAPTORS VS. OKC THUNDER	1:00 PM ET
FRI, MAR 23	RAPTORS VS. BROOKLYN NETS	7:30 PM ET
SUN, MAR 25	RAPTORS VS. LOS ANGELES CLIPPERS	6:00 PM ET
TUE, MAR 27	RAPTORS VS. DENVER NUGGETS	7:30 PM ET
WED, APR 04	RAPTORS VS. BOSTON CELTICS	7:00 PM ET
FRI, APR 06	RAPTORS VS. INDIANA PACERS	7:30 PM ET
SUN, APR 08	RAPTORS VS. ORLANDO MAGIC	6:00 PM ET

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 home residence and the Event, souvenirs, gratuities and all incidental and personal expenses. Winner and his/her guest will be required to follow all directions of Sponsor and the Event organizers; failure to do so may result in termination of their participation, or continued participation, in the Prize and/or the Event. Winner's guest must be 19 years of age or older to participate in this Prize. Prize will be

delivered to the winner at Gate #2 of the Air Canada Centre approximately half an hour (30 minutes) before the start of their applicable game.

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 cancellations, 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. Prizes will only be released to the verified winners. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate eligible winner. Limit: one (1) Prize per household, and one (1) Coors Side Seats experience per person.

4. **PRIZE CLAIM:** If you are the first participant to sit in the Coors Side Seats as determined by Sponsor, then you are eligible to win the Prize. 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 at the time of participation with a Molson representative. All Prize claims must be redeemed that evening. The odds of winning a Prize will depend on the total number of participants' participating during each Prize Period.
5. **RELEASES, ETC.:** Before being declared a winner of a Prize, a selected entrant will 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, 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, use and/or misuse of the Prize or any portion thereof; 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 applicable 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 Coors Seats; b) the theft, loss, destruction or unauthorized access to, or alteration of, winning Coors Seats; c) any failure to be captured or recorded for any reason; or 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. **ERRORS, ETC.:** Any Coors Seats, 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.

8. **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 a 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.
9. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate, suspend or amend this Contest, in whole or in part, without prior notice, if any factor interferes with its proper conduct as contemplated by these Official Contest Rules.
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 Coors Seats or Prize claims, all of which will be void. All winning Coors Seats 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 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 PRIZE SUPPLIER:** Entrants in this Contest acknowledge that MLSE's only involvement with this Contest is as a Prize supplier, and by entering, release the MLSE from any and all liability with respect to the administration of the Contest, including, without limitation, the delivery, non-delivery, acceptance, use and/or misuse of Prize(s) or parts of any Prize. The information you provide will only be used by Sponsor for the purposes of the administration and fulfillment of this Contest.

13. **SNAPCHAT ("SOCIAL MEDIA SITE"):** This Contest is in no way sponsored, endorsed, administered by, or associated with any Social Media Site. You understand that you are providing your information to the Sponsor. Any questions, comments, or complaints will be directed to the Sponsor. The information you provide will only be used for the purposes of the administration and fulfillment of this Contest.