

**COORS SIDE SEATS – COORS LIGHT PARTNER CONTEST
(the “Contest”)**

OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible to enter, you must be: (i) a resident of Ontario; (ii) 19 years of age or older. You are not eligible to enter or win, if you are: a) an employee, representative or agent of Molson Canada 2005, (the “Sponsors”), its or any of their respective affiliates and related companies, advertising or promotional agencies, 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.

2. **HOW TO ENTER: NO PURCHASE NECESSARY.** Contest begins on or around December 30, 2018 and all entries must be submitted and received by 2:00 pm E.T. on March 23, 2019 (the “Entry Deadline” and “Contest Closing Date”). Details on Contest Periods are outlined below in Chart #1. *Before* entering the Contest, you must ensure your private settings option is set “Off”. To enter, you must: (i) have a valid Instagram account; (ii) post an original comment under the Coors Light Partner’s contest post on Instagram; and (iii) tag using hashtag #CoorsSideSeats (the “Entry”).

Chart #1

Prize Period	Date/Game Time	Contest Period	Coors Light Partner/ Channel
Prize Period 1	JANUARY 1, 2019 7:30 GAME	DECEMBER 30, 9PM – DECEMBER 31, 2PM	@markfreeman408 / Instagram
Prize Period 2	JANUARY 8, 2019 7:30 GAME	JANUARY 6, 9PM – JANUARY 7, 2PM	@deannalfoster / Instagram
Prize Period 3	JANUARY 17, 2019 7:30 GAME	JANUARY 11, 9PM – JANUARY 13, 2pm	@kristen_mckenzie / Instagram
Prize Period 4	FEBRUARY 24, 2019 3:30 GAME	FEBRUARY 22, 9PM – FEBRUARY 23, 2PM	@binkysmall / Instagram

Prize Period 5	MARCH 5, 2019 8:00 GAME	MARCH 1, 9PM – MARCH 3, 5PM	@Faizkham / Instagram
Prize Period 6	MARCH 24, 2019 6:00 GAME	MARCH 22, 9PM – MARCH 23, 2PM	@teamltd / Instagram

Entrants can submit an Entry using Instagram either through the Internet or through a mobile device. If entering via mobile, standard data rates may apply. Check your service carrier plan for your rates and fees. Each submitted Entry will count as one (1) Entry into the Contest. If it is discovered by the Sponsor that any person has attempted to: (i) obtain more than the maximum stated number of entries as outlined in these Official Contest Rules; and/or (ii) use (or attempt to use) multiple names, identities, email addresses, more than one (1) Instagram account or any other automated, macro, script, robotic or other system(s) to enter the Contest Period or to otherwise participate in or disrupt this Contest, then he/she may be disqualified from the Contest Period and all of his/her Entries voided. Entries submitted in any other manner and format other than what is outlined hereinabove will not be accepted.

The Releasees (as defined below) will not be responsible for illegible, incomplete, lost, misdirected or late Entries, all of which will be void. Use (or attempted use) of any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor. All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsors – 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.

- PRIZE:** There are six (6) prizes (each a, “Prize”) available to be won. Each Prize consists of: (i) one (1) pair of Coors Side Seats tickets to a 2018-19 Toronto Raptors regular season home game. Prize and game details are outlined in Chart #2 below. The approximate value of each Prize ranges from \$2,200 to \$7,000.00 CAD. Winner is not entitled to any monetary difference between the actual and stated value, if any.

Chart #2

Date/Game Time	Game Details
JANUARY 1, 2019 7:30PM GAME	RAPTORS VS. UTAH JAZZ
JANUARY 8, 2019 7:30PM GAME	RAPTORS VS. ATLANTA HAWKS

JANUARY 17, 2019 7:30PM GAME	RAPTORS VS. PHOENIX SUNS
FEBRUARY 24, 2019 3:30PM GAME	RAPTORS VS. ORLANDO MAGIC
MARCH 5, 2019 8:00PM GAME	RAPTORS HOUSTON VS. ROCKETS
MARCH 24, 2019 6:00PM GAME	RAPTORS CHARLOTTE VS. HORNETS

The number of Prizes available to be won will diminish as Prizes are awarded throughout the Contest.

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 #1 of the Scotia Bank Arena approximately half an hour (30 minutes) before the start of their applicable game.

Prizes are 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. **DRAWINGS:** On or around the dates and times listed under “Prize Period” in Chart #1, a random drawing will be conducted from among all eligible Entries received. The Sponsor or its designated agents will attempt to notify the selected entrant by direct messaging/commenting on their Entry. To be declared a winner of a Prize, a selected entrant must first correctly answer a mathematical skill-testing question by telephone and without assistance of any kind, whether mechanical or otherwise. If a selected entrant: (i) cannot be contacted within 1 business day of the first attempted notification; (ii) fails to correctly answer, or incorrectly answers, the skill-testing question; (iii) fails to execute and return to Sponsor any required Declaration of Compliance and Release of Liability forms for the selected entrant within the time period indicated on such forms; and/or (iv) cannot accept the applicable Prize as awarded for any reason whatsoever, then the applicable

Prize will be forfeited and the Sponsor has the right but not the obligation, in its sole discretion and time permitting, to select an alternate eligible entrant. The odds of winning will depend on the total number of eligible Entries received.

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 its 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. Winner's guest must also sign and return a Declaration and Release of Liability form prior to travel and/or participating in the Prize. The name of guests cannot be changed once the Declaration and Release of Liability form has been received by Sponsor or its agent.

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, whether caused by Contest social media sites users or by any equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the capturing and/or processing of entries; b) the theft, loss, destruction or unauthorized access to, or alteration of, entries or the Contest Website; c) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any e-mail to be received by or from Sponsors and/or entry to be captured or recorded for any reason including but not limited to traffic congestion on the Internet or at any website or social media site or combination thereof; e) damage to a participant's or other person's system occasioned by participation or downloading of materials in this Contest; f) 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 and/or announcement of eligible winner(s), and/or the distribution of any Prize(s); and/or g) 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. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate, amend or suspend this Contest, in whole or in part, at any time and without prior notice, if any factor interferes with its proper conduct as contemplated by these Official Contest Rules.
9. **MISCELLANEOUS** All decisions of the Sponsor, or any contest judging organization as designated by it, are final and binding without right of appeal in all matters relating to this Contest and by entering this Contest, all entrants agree to be bound by these Official Contest Rules. The Releasees will not be responsible for illegible, incomplete, lost, postage-due, misdirected, affected by technical failures, errors or late entries which will be void. Any use of automated devices is prohibited. All entries become the property of Sponsor and will not be acknowledged or returned. No correspondence will be entered into except with selected entrants (or any other entrant(s) as deemed necessary by the Sponsor). Contest is subject to all applicable federal, provincial and municipal laws. In the event of a dispute regarding who submitted an entry, the entry will be deemed submitted by the authorized account holder of the Instagram account submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to the Instagram account by Instagram or by an Internet access provider, online service provider or other organization that is responsible for assigning accounts. An entrant may be required to provide Sponsor with proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the e-mail address associated with the entry in question.

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 entry process or the operation of the Contest or Contest social media site(s); 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 DELIBERATELY DAMAGE ANY WEBSITE OR 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 the right 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 entrant or entry with these Official Contest Rules, or as a result of any technical or 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.

10. **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. In Ontario, "Provincial Liquor Authorities" refers to the Liquor Control Board of Ontario and the Alcohol and Gaming Commission of Ontario.]
11. **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 fulfilment of this Contest.
12. **SOCIAL MEDIA SITE(S):** 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.