

**Coors Light® Coors Side Seats – Scavenger Hunt 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; and (iii) a follower of Coors Light Canada on Instagram (@CoorsLightCanada). 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 22, 2018 at 12:00 pm (ET)** and **ends at 6:00 pm (ET)** on **December 3, 2018** (the “Contest Period”). During the Contest Period, there will be (7) Contest entry dates and time periods (each a, “Prize Period”), as follows:

Prize Period	Date	Contest Period	City/Region
Prize Period 1	MONDAY, OCT 22	12pm - 6pm	TORONTO
Prize Period 2	TUESDAY, OCT 30	12pm - 6pm	TORONTO
Prize Period 3	SATURDAY, NOV 10	11am - 2pm	TORONTO
Prize Period 4	MONDAY, NOV 12	12pm - 6pm	TORONTO
Prize Period 5	WEDNESDAY, NOV 14	12pm - 6pm	TORONTO
Prize Period 6	FRIDAY, NOV 23	12pm - 6pm	TORONTO
Prize Period 7	MONDAY, DEC 3	12pm - 6pm	TORONTO

To enter, during each of the Prize Periods, entrants must follow the Coors Light Canada Instagram account (@CoorsLightCanada) for details on how to locate the Coors Side Seats (the “Coors Seats”). Participants will be provided clues through the @CoorsLightCanada Instagram 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 Instagram.

Entrants can access the Instagram platform through a mobile device. If using Instagram 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 (4) prizes (each a, “Prize”) available to be won. Each Prize consists of: (i) one (1) pair of Coors Side Seats tickets to a 2018 Toronto Raptors regular season home game (each an, “Event”). Prize and game details are outlined in chart below. The approximate value of each

Prize ranges from \$2,200.00 - \$7,000.00 CAD. Winner is not entitled to any monetary difference between the actual and stated value, if any.

Date	Game		Game Time
PRIZE 1: MONDAY, OCT 22	RAPTORS VS.	CHARLOTTE HORNETS	7:30 PM ET
Prize 2: TUESDAY, OCT 30	RAPTORS VS.	PHILADELPHIA 76ERS	7:30 PM ET
Prize 3: SATURDAY, NOV 10	RAPTORS VS.	NEW YORK KNICKS	3:00 PM ET
PRIZE 4: MONDAY, NOV 12	RAPTORS VS.	NEW ORLEANS PELICANS	7:30 PM ET
Prize 5: WEDNESDAY, NOV 14	RAPTORS VS.	DETROIT PISTONS	7:30 PM ET
PRIZE 6: FRIDAY, NOV 23	RAPTORS VS.	WASHINGTON WIZZARDS	7:30 PM ET
PRIZE 7: MONDAY, DEC 3	RAPTORS VS.	DENVER NUGGETS	7:30 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 #1 of the Scotia Bank Arena 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.

- 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 fulfilment of this Contest.
13. **INSTAGRAM ("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 fulfilment of this Contest.