

## Coors Light Adventure Contest (the 'Contest')

### OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible to participate in the contest, you must: i) be 19 years of age or older; and ii) be a resident of Canada. You are not eligible to participate in the contest or win a prize if you are: a) an employee of Molson Canada 2005, the contest supervising organization, or any participating bars/restaurants or prize suppliers; b) an employee or subcontractor of a provincial liquor board, beer distribution company, participating licensed establishment, or an alcohol license holder authorized by such a provincial board; c) anyone involved in the organization or administration of the contest; or d) an immediate family member (mother, father, brothers, sisters, sons, daughters, and spouse) regardless of their place of residence, or a member (related or unrelated) of the household of any of the aforementioned persons, or a person living under the same roof as any of the aforementioned persons.

2. **HOW TO PARTICIPATE:** The contest starts on January 1, 2024, at 12:01 AM Eastern Time (ET), and all entries must be received before March 31, 2024, at 11:59 PM ET (the 'entry deadline' and the 'contest closing date'). By purchasing any Molson product at a participating establishment, you have the chance to win a (1) five (5)-day ski trip for four (4) people to Sunshine Peak in Alberta. To participate, scan the QR code received upon purchasing a Molson product at a participating establishment and follow the instructions to register, actions for which you will receive one (1) contest entry. You can also participate by filling out the form available at [www.aventurecoorslight.ca](http://www.aventurecoorslight.ca), [www.coorslightadventure.ca](http://www.coorslightadventure.ca), or by requesting a QR code to participate from the responsible person at participating establishments in Quebec. Standard text messaging rates may apply, as well as roaming charges. For details, please consult your usage plan with your wireless service provider.

Limit of one (1) entry form per person, per mobile phone number, and per day. It is understood, to dispel any doubt, that you can only use one mobile phone to participate in the contest. Exempted parties (defined below) will not be held responsible for illegible, incomplete, incompatible, lost, misdirected, undeliverable, or late entry forms, which will be considered null and void. The use of automated systems is prohibited. If the promoter (at its sole discretion, based on the evidence available) discovers that a person has attempted: (i) to submit more entry forms than the maximum number stated in these official rules; or (ii) to use (or attempt to use) multiple names, identities, or mobile phone numbers, or an automated system, macro, script, robotic, or other system or program to enter the contest or disrupt its operation, that person may be disqualified, and all their entry forms may be cancelled. All entry forms (regardless of submission method) may be subject to verification at any time, for any reason. The promoter reserves the right to require proof of identity or eligibility (in a form deemed acceptable by the promoter, including, without limitation, a government-issued photo ID) to participate in this contest. Failure to provide such proof deemed satisfactory by the promoter in a timely manner may result in disqualification.

**PRIZES:** One (1) five (5)-day ski trip for four (4) people to Sunshine Peak in Alberta, including: five (5) nights at Sunshine Mountain Lodge, five (5) days of unlimited skiing at Banff Sunshine Village, four (4) two (2)-hour skiing lessons at Sunshine Village Ski & Snowboard School, \$3,500 CAD for flights with Air Canada, a \$2,000 CAD spending allowance, and various complementary après-ski activities.

Approximate total prize value: \$20,000 CAD

Prizes cannot be transferred or assigned and must be accepted as awarded, with no cash or other substitutions, except at the sole discretion of the promoter. The promoter reserves the right to substitute a prize of equal monetary value if a prize cannot be awarded as described for any reason. However, exempted parties (as defined below) will not be held responsible if weather conditions, event cancellations, labour conflicts, a national emergency, war, civil disturbances, acts of terrorism, government measures, or those of one of its agencies, or other factors reasonably beyond the promoter's control prevent the awarding of a prize, in whole or in part, or prevent its enjoyment. In such a case, no winner will be entitled to a replacement prize or a cash equivalent. No prize will be awarded until the winners have undergone verification. If a prize or prize notification is returned as undeliverable because its delivery is not possible, the winner may be disqualified, and another eligible winner may be chosen. Prizes may differ from the promotional items illustrated in promotional material. Limit: one (1) grand prize per household.

3. **PRIZE DRAW:** On April 1, 2024, at 1:00 PM ET, at 111, boulevard Robert-Bourassa, 9th floor, Montréal, Québec, Canada, H3C 2M1, a random draw will be held among all eligible entry forms received during the contest period. The promoter will attempt to inform the selected participant by phone. Before being declared the winner of a prize, any selected participant must correctly answer, without any mechanical, electronic, or other assistance, a timed arithmetic skill-testing question asked at the time of an online form. If: (i) a selected participant cannot be contacted within two (2) business days, or (ii) the participant cannot answer the skill-testing arithmetic question or answers it incorrectly; or (iii) the participant does not sign and return the declaration and liability waiver forms for themselves and their guest to the sponsor within the prescribed timeframes indicated in said documents, the prize will be forfeited and may be awarded to another participant. The odds of winning a grand prize will depend on the total number of entry forms received during the contest period.

4. **DISCLAIMER, ETC.:** Before being declared a prize winner, the selected participant may be required to sign a declaration and release of liability form that (among other things): (i) confirms compliance with these official contest rules, (ii) confirms acceptance of the prize as awarded, (iii) releases the promoter, the bars/restaurants, and

their respective advertising and promotional agencies, any contest supervising organization, provincial liquor boards, beer distribution companies, and their parent and affiliated companies, as well as all their directors, officers, owners, partners, employees, agents, representatives, successors, and assigns (collectively, the 'exempted parties') from any liability related to this contest, the winner's participation in the prize, the awarding of the prize, the use or misuse of the prize, or any part of these terms, and (iv) agrees that the winner consents to the publication, reproduction, and use of their name, address, voice, statements about the contest, and photographs or other representations of their person for advertising purposes conducted by the promoters or on their behalf in any media or format, including, but not limited to, print, radio, television, and the Internet, without notice, permission, or other compensation. The exempted parties have not provided and will not be held responsible for: (i) any representation or warranty, express or implied, in fact or in law, regarding the prize, such as (but not limited to) any judicial warranty, the warranty of quality, marketability, fitness for a particular purpose, or proper operation; and (ii) will not be held responsible for any harm, loss, or damage of any kind arising from the acceptance of a prize, its use, good or bad, any associated travel (if applicable), or arising from participating in this contest in any other way. Declaration and liability waiver forms must be returned within the specified timeframes in these documents, failing which the prize in question will be forfeited.

5. **LIMITATIONS OF LIABILITY:** Without limiting the scope of the liability limitations set forth in these official contest rules or in the declaration of compliance and liability waiver, and for greater certainty, it is understood that the exempted parties will not be held responsible for: a) insufficient or inaccurate information, whether caused by participants or by any program or equipment associated with the contest or used in connection with it, or by any technical or human error that may occur during the entry or processing of entries; b) theft, loss, destruction, unauthorized access, or modification, receipt, or collection of entry forms; c) difficulties or technical problems experienced with networks or telephone lines, online computer systems, servers or providers, computer hardware and software, viruses or bugs; d) any failure of any email, text message, or other information to be received or sent by the promoter or any participation to be entered or recorded for any reason, including, without limitation, congestion on the Internet or on a website or any other electronic transmission mode, or a combination of the foregoing; e) damage to the participant's system or any other person's system due to their participation in this contest or the downloading of material in connection with this contest; f) any typographical error or other error in the offer or administration of this contest, including, without limitation, errors in advertising, these official contest rules, the selection or announcement of eligible winners, or the distribution of any prize; and g) any combination of these elements.

6. **PERSONAL INFORMATION:** By participating in this contest, participants consent to the collection, use, and disclosure of their personal information for the purposes of administering the contest, including, without limitation, for receiving one or more

messages, whether electronic or otherwise, from the promoter or its designated representative, which may provide information about the contest to participants or otherwise assist in the administration of the contest. The participant will be deemed to have requested such messages from the promoter simply by participating in the contest. By accepting a prize, winners consent to the collection, use, and disclosure of their names, addresses (city, province/territory), voices, statements, photographs, or other representations of their person for advertising purposes related to this contest in any media or format, including, without limitation, the Internet, without further notice, permission, or compensation. Personal information will not be used or disclosed for other purposes without obtaining prior consent. This section does not limit other consents that a person may provide to the promoter or another party regarding the collection, use, or disclosure of their personal information.

7. **ERRORS, ETC.:** URLs, the platform, games, packaging (if any), or any other material used in this contest that has been tampered with, mutilated, modified, falsified, reproduced, obtained illegitimately, stolen, or is unreadable, broken, or otherwise damaged, or that presents printing, production, or other types of errors, are not eligible and are void.

8. **RIGHT TO INTERRUPT OR MODIFY THE CONTEST OR TERMINATE IT:** Subject to obtaining authorization from the Régie des alcools, des courses et des jeux du Québec for the province of Quebec, the promoter reserves the right to interrupt or modify this contest or terminate it, in whole or in part, at any time and without notice if a factor disrupts its proper conduct in accordance with the provisions of these official contest rules.

9. **MISCELLANEOUS:** All decisions of the promoter, or any contest supervising organization that the promoter may designate, are final and binding on all aspects of this contest, and all participants agree to be bound by these official contest rules. Exempted parties will not be held responsible for illegible, incomplete, lost, incorrectly addressed, late submissions, affected by a cellphone failure, or errors in sending text messages, other failures, and these entries will be considered null and void. The use of automated systems is prohibited. All entry forms become the property of the promoter and will not be acknowledged or returned. Only selected participants will be contacted (or any other participant, at the sole discretion of the promoter if deemed necessary). The contest is subject to all applicable federal and provincial laws and municipal regulations. In the event of a dispute over the person who submitted an entry by text message, this entry will be deemed to have been sent by the authorized account holder of the mobile device at the time of sending the text message. The term 'authorized account holder' refers to the individual to whom a cellular telephone service provider or another responsible organization assigns a cellular number. A participant may be required to provide the promoter with proof (in a format deemed acceptable by the promoter, including, without limitation, a government-issued photo ID) that they are indeed the authorized account holder of the cell phone account associated with the entry in question.

The promoter reserves the right at its sole discretion to disqualify from this contest and any future contests or promotions conducted by the promoter, anyone who, in its opinion, does not comply with these official contest rules, manipulates the entry process or the operation of the contest or its technical or mechanical elements, as well as anyone who acts disruptively or unsportsmanlike or with the intention of annoying, insulting, threatening, or harassing any other person. ANY PARTICIPANT OR ANY OTHER PERSON WHO DELIBERATELY ATTEMPTS TO DAMAGE A WEBSITE OR ANY OTHER TYPE OF TECHNOLOGY OR EQUIPMENT USED IN CONNECTION WITH THE CONTEST OR UNDERMINES THE LEGITIMATE OPERATION OF THE CONTEST COMMITS A CRIMINAL OFFENSE AND A MISDEMEANOR, AND THE PROMOTER RESERVES, IN SUCH CASE, THE RIGHT TO CLAIM FROM THAT PERSON ALL DAMAGES IT IS ENTITLED TO UNDER THE LAW.

Subject to applicable laws and any required regulatory approval, the promoter reserves the right, without notice, to amend all dates or deadlines stated in these official contest rules, as necessary, for the purpose of verifying the compliance of any participant or entry with these official contest rules or because of any technical or other problem, or in light of any other circumstance that, in the promoter's opinion, hampers the fair administration of the contest, in accordance with these official contest rules, or for any other reason.

In case of a discrepancy or contradiction between the terms of the French version of these official contest rules and the information or other statements contained in any document related to the contest, the terms of the French version of these official contest rules will prevail, govern, and have precedence to the fullest extent permitted by applicable laws.

10. **LIQUOR BOARDS:** Provincial liquor boards are not associated with this contest in any way and cannot be held responsible for any matter related to this contest.

11. **RESIDENTS OF QUEBEC:** Any dispute regarding the organization or conduct of a promotional contest may be submitted to the Régie des alcools, des courses et des jeux for resolution. Any dispute regarding the awarding of a prize may be submitted to the Régie solely for the purpose of seeking intervention to attempt to resolve it.