

**Coors Light® All-Star Contest**  
**(the “Contest”)**

**OFFICIAL CONTEST RULES**

- 1. ELIGIBILITY:** To be eligible to enter and win a frequency prize, you must be of legal drinking age in your province of residence and a resident of Canada (excluding Quebec). **FOR THE GRAND PRIZE, YOU MUST BE 21 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 “**Sponsor**”), Major League Baseball Properties, Inc., the Office of the Commissioner of Baseball, the Major League Baseball Clubs, MLB Advanced Media, Inc., MLB Advanced Media, L.P., (together, the “**MLB Entities**”), 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, 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 June 1, 2018 at 12:00 am (ET) and all entries must be submitted and received by 11:59 pm (ET) on October 30, 2018 (the “**Entry Deadline**” and “**Contest Closing Date**”). To enter, an entrant who purchases a Coors Light of any size from any retailer or licensed establishment will receive one (1) entry into the Contest by visiting [www.coorslightslopitch.ca](http://www.coorslightslopitch.ca) (the “**Contest Website**”). Click on the Contest tab and follow the on-screen instructions to complete the online entry form in full, including uploading your eligible receipt (the “**Receipt**”). Coors Light must be listed in the receipt in order to be eligible for an entry into the Contest. All fields on the entry form must be completed unless they are otherwise indicated as optional. **NO PURCHASE NECESSARY:** To enter without product purchase, visit the Contest Website, click on the Contest tab and complete all required fields unless they are indicated as optional including submitting via online an original 150-word essay on “*Who your favourite baseball player is and why*” (the “**Essay**”). Once you have completed all required fields and submitted your Essay, you will receive an entry into the Contest. Essays must be submitted by the entrant him/herself. Only original Essays will be accepted; no duplicates or mechanical reproductions. Limit: one (1) entry per Receipt or Essay per person/email address per day.

The Releasees (as defined below) will not be responsible for illegible, incomplete, lost, misdirected, technical failures or late entries, all of which will be void. For greater certainty and the avoidance of any doubt, you can use only one (1) email address to enter this 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 and/or more than one (1) email address to enter the Contest; then he/she may be disqualified from the Contest and all of his/her entries voided. Your entry will be

rejected if the entry form is not fully completed with all required information and submitted and received by the Entry Deadline. Use (or attempted use) of multiple names, identities, email addresses and/or 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 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. FREQUENCY PRIZING:** There are in total thirty (30) branded Coors Light coolers (each a, “Frequency Prize”) available to be won. The approximate retail value of each one is \$150.00 CAD. Each Frequency Prize will be delivered to winner’s residence within 6-8 weeks of being declared a winner. Prize item may not be exactly as shown in promotional materials. Limit: one (1) Frequency Prize per household.
- 4. GRAND PRIZE:** There are two (2) grand prizes (the “Grand Prize”) available to be won. The Grand Prize consists of an invitation for the winner and one (1) guest to attend the 2019 MLB All-Star Game® in Cleveland, Ohio (the “Trip”). Specifically, the Grand Prize includes: (i) two (2) round trip economy class airline tickets or two (2) round trip economy class train tickets or shuttle transportation tickets (depending on distance of winner’s home from the event location as determined by Sponsor in its sole discretion) for the winner and one (1) guest; (ii) two (2) nights standard hotel accommodation (double occupancy); (iii) two (2) tickets to 2019 MLB All-Star Game and two (2) tickets to MLB All-Star Home Run Derby (collectively, the “Event(s)”). Specific seating for both Events to be determined by Sponsor in its sole discretion.; (iv) return ground transportation for two (2) between the hotel and the Event(s); and (v) co-branded hospitality gift package.

Winner and his/her respective guest shall be responsible for any costs or expenses associated with the Grand Prize not outlined as included above, including but not limited to transportation to and from winner’s home residence and the designated airport, train or shuttle station (as applicable), any additional transportation, taxes, travel and/or medical insurance, airport improvement and security fees (if applicable), drinks, meals, gratuities and all incidental and personal expenses. Winner will be required to use a credit card at hotel check in to cover any and all incidentals not specified as included in the Grand Prize. Winner and his/her respective guest must travel together on the same itinerary departing from the same departure point on the times and dates required or the Grand Prize will be forfeited. All travel arrangements and accommodations must be booked through Sponsor or its agent. Once the itinerary has been finalized between winner and Sponsor, no changes can be made unless approved by Sponsor. Winner and 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 Grand Prize and/or the Event(s). The approximate value of the Grand Prize is

\$5,000.00 CAD. The actual value of the Grand Prize will depend on location of winner's residence. Winner is not entitled to any monetary difference between the actual and stated value, if any.

It is the sole responsibility of the winner and his/her respective guest to obtain all required travel documents including a valid passport (or visa, if applicable). Winner's guest must be 21 years of age or older and both winner and his/her guest must not have any legal restrictions which would prevent them from traveling to the United States or otherwise participate in the Trip. Sponsor will not be held responsible in the event that the winner and/or his/her guest are denied entry into the United States or re-entry to Canada. In such an event, the winner and/or his/her guest will be solely responsible for any and all costs incurred, and the Grand Prize will be forfeited. Winner and his/her guest will not be permitted into any licensed area unless they can show valid identification to verify proof of legal drinking age in the State of Ohio. Sponsor does not condone and will not be held responsible for any illegal purchase or consumption of alcohol.

The Frequency Prizes and Grand Prize will occasionally be referred to in the Official Contest Rules collectively as "Prizes" or individually as a "Prize."

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 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.

- 5. DRAWINGS: MONTHLY DRAWINGS:** There will be five (5) monthly draws beginning on June 15, 2018 and continuing thereafter until October 31, 2018. All entries received by 11:59 pm (ET) on the 14<sup>th</sup> of each subsequent month up until September 14, 2018 will be eligible for that month's draw. All entries received between September 15, 2018 and 11:59 pm (ET) on October 30, 2018 will be eligible for the last monthly draw which will take place on or around October 31, 2018. Odds of winning a Monthly Prize will depend on the total number of eligible entries received during that Contest month. Each non-winning entry will be carried forward into next month's draw until it either becomes a winning entry or until the end of the Contest, whichever comes first.
- GRAND PRIZE DRAWINGS:** On or around October 31, 2008, a random drawing will be conducted from the total entries received throughout the Contest. For both Prizing, the selected entrant(s) will be notified by telephone. Sponsor or its designated agents will attempt to notify each selected entrant by phone using the information provided at the time of entry. To be declared a winner of any Prize, a selected entrant must first correctly answer, a mathematical skill-testing question by phone and without assistance of any kind, whether mechanical or otherwise. If a selected entrant: (i)

cannot be contacted within two (2) business days of the first attempted notification; (ii) fails to correctly answer, or incorrectly answers, the skill-testing question; (iii) for the Grand Prize fails to execute and return to Sponsor the Declaration and Release of Liability forms for the selected entrant and his/her guest 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 the Grand Prize will depend on the total number of eligible entries received throughout the Contest.

- 6. 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, the MLB Entities, 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; and (iii) 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 or misuse of any Prize, travel related thereto (as applicable), or otherwise from participation in this Contest. Declaration of Compliance and Release documents must be returned within the time period indicated in the documents or the applicable Prize will be forfeited. Grand Prize winner's guest must also sign and return a Declaration and Release of Liability form prior to travel and/or participating in the Grand Prize. The name of guest cannot be changed once the Declaration and Release of Liability form has been received by Sponsor or its agent.
- 7. 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 form, and for greater certainty, the Releasees will not be liable for: a) any incomplete or inaccurate information, whether caused by Contest website 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 Sponsor 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 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.

- 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, each winner consents to the collection, use and disclosure to the public of their name, address (city, province/territory), voice, 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, 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.
- 10. 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 the identity of the person who submitted an entry, the entry will be deemed submitted by the Authorized Account Holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. 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 Website (if applicable); 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 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.

**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.