

Molson Canadian®
2017 NHL® Centennial Classic Contest
(the “Contest”)

OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible to enter, you must be: (i) a resident of Ontario; and (ii) 19 years of age or older. You are not eligible to enter or win, if you are: a) an employee, officer, director, representative or agent of Molson Canada 2005 (the “Sponsor”), NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC, the National Hockey League (“NHL”), or any of its member clubs (the foregoing NHL entities, collectively, the “NHL 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 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:** Randomly seeded amongst specially-marked 12-tall boy® can packs and 6-tall boy can packs of Molson Canadian and No Purchase entry scratch cards will be a total of twenty-five (25) winning cans (each a, “Can”) or scratch cards (each a, “Card”). For those requesting a Card without product purchase see Rule 3 below. If you find a winning Can or if you receive a Card with a “Congratulations” message under the latex scratch area, you could be a winner, subject to verification. Follow the prize claim instructions in Rule 5 below. Contest will begin on or around October 9, 2016 and will continue while supplies last or until the prize claim deadline, whichever comes first. 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. **NO PURCHASE NECESSARY:** To obtain a Card without product purchase, mail a 50-word essay on “***Why you would like to attend the 2017 NHL® Centennial Classic game***” (the “Essay”) along with your name, age and full address and a hand-printed, self-addressed envelope to: Molson Canadian NHL Centennial Classic Contest, c/o Molson Coors Canada, Corporate Affairs Dept., 33 Carlingview Dr., Toronto, Ontario M9W 5E4. Only original hand-printed Essays will be accepted; no duplicates or mechanical reproductions. Essays become property of Sponsor and will not be returned. Request must bear sufficient postage and each request must be mailed in a separate outer envelope. Limit: one (1) Card per Essay request. For timely processing and return, requests must be received by and no later than December 12th, 2016.

- PRIZES:** There are twenty-five (25) pairs of tickets (each a, "Prize") available to be won, one (1) pair per winner. Each Prize consists of one (1) pair of tickets for a winner and his/her guest to attend the 2017 NHL® Centennial Classic event (specific seating to be determined by Sponsor in its sole discretion) in Toronto, Ontario on January 1, 2017 (the "Event"). The approximate retail value of each Prize is \$1,000.00 CAD.

Transportation and accommodation are not included as part of the Prize. Winner and his/her guest shall be responsible for transportation to and from the Event, taxes, meals, drinks, gratuities and all incidental and personal expenses.

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. Prize will only be released to the verified winners. Return of any Prize/Prize notification as undeliverable may result in disqualification. Limit: one (1) Prize per household.

Resale of NHL® game/Event tickets is prohibited. Winner and winner's guest must abide by all venue policies and game/Event ticket terms and conditions. Sponsor reserves the right to revoke the full or partial Prize from any winner or winner's guest who it or venue personnel deem may, in its sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, or may bring Sponsor or NHL Entities into disrepute.

The approximate odds of finding a winning Can or Card are 1:9,400.

- PRIZE CLAIM(S):** If you find a winning Can or Card, you must call 1-800-665-7661 **on or before 11:59 pm (ET) on December 19th, 2016 (the "Prize Claim Deadline")** and follow the instructions during that call. To be declared a winner of a 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) fails to correctly answer, or incorrectly answers, the skill-testing question; (ii) fails to execute and return to Sponsor any required Declaration and Release of Liability form for the selected entrant and his/her guest within the time period indicated on such forms; and/or (iii) 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 claimants. You will be

required to submit your winning Can or Card to Sponsor for verification. **Your winning Can or Card must be received for verification on or before 11:59 pm (ET) on December 23rd, 2016 (“Verification Deadline”)**. Mail the winning Can or Card along with your complete name, address, telephone number, age, and current date on a piece of paper to: Molson Canadian® 2017 NHL Centennial Classic Contest c/o Molson Coors Canada, Corporate Affairs Dept., 33 Carlingview Dr., Toronto, ON M9W 5E4. Registered mail is recommended. Verification will occur within five (5) days of receipt of your Can or Card or as soon after such period as is reasonably possible.

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 NHL 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 (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 or the NHL Entities 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. The winner may also be required to sign a document in a form acceptable to the Liquor Control Board of Ontario (“LCBO”) releasing the LCBO, its directors, officers, employees and agents from all liability of any kind in connection with the Contest, or occurring as a result of the Prize being awarded. 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 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, and for greater certainty, the Releasees will not be liable for: a) any incomplete or inaccurate information, which may occur in the submitting and/or

processing of winning Cans or Cards; b) the theft, loss, destruction or unauthorized access to, or alteration of, winning Cans or Cards; c) 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.

8. **ERRORS, ETC.:** Any Cans, Cards, packaging or other materials used in this Contest that have been tampered with, mutilated, altered, forged, reproduced, not legitimately obtained, are illegible, broken or otherwise damaged or which contain or reflect printing, production or other errors will be void.
9. **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 winner consents to the collection, use and disclosure to the public of his/her 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 his/her personal information.
10. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate, suspend or amend 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. Sponsor further reserves the right to terminate this Contest, in whole or in part, should any error in production, distribution, seeding, printing or any other event or error result in more than the stated number of Prizes of any category being claimed or in the event that a winner does not claim his/her Prize within the required time as described in these Official Contest Rules. In any such event, the Prizes not yet awarded may be awarded in a random drawing amongst all eligible claimants who have not yet received a Prize. In any such drawing, the selected entrant must correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise (which will be administered by phone or mail), and execute any documents as may be required before being declared a winner.
11. **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, lost, postage-due, misdirected or late Prize claims, all of which will be void. All winning Cans or Cards become the property of Sponsor and will not be returned. No correspondence will be entered into except with eligible claimants (or any other claimant/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 A CLAIMANT 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 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 claimant or winning Can or 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.

12. **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.
13. **NHL ENTITIES PRIZE SUPPLIER:** Entrants in this Contest acknowledge that NHL Entities' only involvement with this Contest is as a Prize supplier, and by entering, release the NHL Entities 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 or parts of any Prize. The information you provide will only be used by Sponsor and for the purposes of the administration and fulfilment of this Contest.

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