

**Molson Coors 2017 Scotiabank NHL100 Classic™ Hockey Experience Contest
(the “Contest”)**

OFFICIAL CONTEST RULES

- 1. ELIGIBILITY:** To be eligible to enter and win, you must be: (i) a resident of Canada; (ii) 19 years of age or older; and (iii) a registered team member named on the team roster for the 2017-18 winter hockey season of an organized adult safe hockey league (“ASHL”) team in good standing (in relation to both the individual and the team), as reasonably determined by Canlan Ice Sports Corp., (“CANLAN”). You are not eligible to enter or win, if you are: a) an employee 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 its member clubs (the foregoing NHL entities, collectively, the “NHL Entities”), CANLAN, or any of their respective affiliates, 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 who is 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 September 25th, 2017 and all entries must be received by 1:00 am (local time) on October 31st, 2017 (the “Contest Period”). During the Contest Period, entrants will receive one (1) entry into the Contest per Puck Buck earned by making a food or beverage purchase and swiping his/her Puck Bucks loyalty card at time of purchase at the participating licensed Thirsty Penguin establishments across Canada. Limit: one (1) entry per Puck Buck earned, up to a maximum of ten (10) per visit. **NO PURCHASE NECESSARY:** To receive a ballot while supplies last without product (food or beverage) purchase, please ask your server. Limit: one (1) entry per person per request, up to a maximum of ten (10) per visit. To enter by ballot, clearly and legibly hand print all required information along with your answer to the skill-testing question and then return the completed ballot to your server at the participating location during the Contest Period. There is no cost to obtain and maintain the loyalty card. Entries must be completed and submitted by the entrant him/herself. Only original, hand-printed entries will be eligible; no photocopies or other reproductions. All entries must be received by 1:00 am (local time) on October 31st, 2017 (the “Entry Deadline” and “Contest Closing Date”). If it is discovered 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 and/or identities 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. 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. **GRAND PRIZES:** There are twelve (12) grand prizes (each a, “Grand Prize”) available to be won, one (1) per participating location (Langley, North Vancouver, Jemini (SK), Highlander (MB), Oakville, Etobicoke, York, Scarborough, Oshawa, Brossard (QC)), except at the Burnaby location where it will be two (2) Grand Prizes available to be won. Each Grand Prize consists of an invitation for the winner and two (2) of his/her ASHL teammates to play a game on or around December 17th, 2017 in Ottawa, ON in connection with the events surrounding the 2017 Scotiabank NHL100 Classic™ and three (3) tickets to attend the 2017 Scotiabank NHL100 Classic™ game. In the event that a potential winner and/or his/her team are not in good standing with ASHL as reasonably determined by CANLAN, then the Prize may be forfeited. The winner will have the choice in selecting the ASHL teammate of his/her choice to participate in the Prize (unless such teammate(s) is/are not in good standing with ASHL, as reasonably determined by CANLAN, in which case he/she would be required to choose another ASHL teammate). Winner and his/her ASHL teammates shall be responsible for bringing their own hockey equipment.

Each Grand Prize also includes: (i) round-trip economy class air, train or shuttle transportation for three (3) departing from the closest major airport, train or shuttle station to the winner’s residence and onward to Ottawa, ON (depending on distance of winner’s home from the Event (defined below) location; method of transportation to be chosen by Sponsor in its sole discretion) for the winner and his/her ASHL teammates (the “Trip”); (ii) three (3) nights standard hotel accommodations (double or quadruple occupancy) (or four (4) nights standard hotel accommodations depending on distance of winner’s home to Ottawa, ON), as determined by Sponsor; (iii) three (3) prize packs which consist of jerseys and socks; (iv) return ground transportation for three (3) between the airport, train or shuttle station and hotel, hotel and game venue; (v) three (3) game tickets (seat selection to be determined by Sponsor at its sole discretion) to the 2017 Scotiabank NHL100 Classic™ game on December 16th, 2017 (the “Event”); and (vi) exclusive access for three (3) to the official NHL® party (as determined by Sponsor). In the event that the winner resides near Ottawa, no transportation will be provided to the winner and his/her ASHL teammates.

Winners and their respective ASHL teammates 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 designated airport, train or shuttle station, 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. Each winner and his/her respective ASHL teammates must travel together on the same itinerary departing from the same departure point on the dates and times required or the Grand Prize will be forfeited. All travel arrangements and accommodations must be booked through Sponsor or its agent. Each winner and his/her ASHL teammates will be required to follow all directions of Sponsor and/or the Event organizers; failure to do so may result in termination of their participation, or continued participation, in the Grand Prize and/or Event. Once itinerary has been finalized between winner and Sponsor; no changes can be made unless approved by Sponsor. The approximate value of each Prize is \$3,500.00 CAD (based on sample Vancouver departure). Actual value of each 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 each of the winners and their respective ASHL teammates to obtain all required travel documents including a valid passport (or visa, if applicable). Winners' ASHL teammates must be 19 years of age or older and both winners and ASHL teammates must not have any legal restrictions which would prevent them from traveling or otherwise participating in the Trip.

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

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 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, labour disputes, any national emergency, war, civil commotion, acts of terrorism, acts of government or any agency thereof or other factors beyond Sponsor's reasonable control prevent a Prize or any part of a Prize from being fulfilled. In any such event, a winner will not be provided with a substitute Prize or cash equivalent. If any activity relating to any Prize is cancelled or postponed for any reason, the balance of the Prize may be awarded in full satisfaction of the Prize award. 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.

Resale of NHL® game/Event tickets is prohibited. Winner and winner's travel companion 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 travel companion(s) 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.

4. **QUALIFIER DRAWINGS:** At 1:00 pm (EST) on November 2nd 2017, a random draw of twenty (20) qualifiers (each a, “Qualifier”) per participating location will be conducted at 989 Murray Ross Parkway, Toronto, ON from among the total entries received at each participating establishment. The odds of becoming a Qualifier will depend on the total number of eligible entries received at each participating location. Each declared Qualifier will receive assigned winning entries which will be based on the order of which they were randomly selected (see chart below) and they then will be entered into a subsequent draw for the Grand Prize:

Order of Random Selection	No. Winning Entries to be awarded	Odds of winning the Grand Prize (per Qualifier)
Qualifier #1	20	20 in 210
Qualifier #2	19	19 in 210
Qualifier #3	18	18 in 210
Qualifier #4	17	17 in 210
Qualifier #5	16	16 in 210
Qualifier #6	15	15 in 210
Qualifier #7	14	14 in 210
Qualifier #8	13	13 in 210
Qualifier #9	12	12 in 210
Qualifier #10	11	11 in 210
Qualifier #11	10	10 in 210
Qualifier #12	9	9 in 210
Qualifier #13	8	8 in 210
Qualifier #14	7	7 in 210
Qualifier #15	6	6 in 210
Qualifier #16	5	5 in 210
Qualifier #17	4	4 in 210
Qualifier #18	3	3 in 210
Qualifier #19	2	2 in 210
Qualifier #20	1	1 in 210

5. **GRAND PRIZE DRAWINGS:** At 8:00 pm (local time) on November 9th, 2017, nineteen (19) random draws will take place at each participating Thirsty Penguin location from among the twenty (20) Qualifiers at each participating location. After each draw, the selected entry will be eliminated from the contest. The last remaining

qualifier will be deemed the winner, with the exception of the Burnaby draw where the last two (2) remaining qualifiers will be deemed the winners. Winner or representative must be present for the draw in order to win.

6. **SKILL-TESTING QUESTION REQUIREMENTS:** To be declared a Qualifier and to receive winning entries or a Grand Prize winner, the selected entrant(s) must first correctly answer, a mathematical skill-testing question on the ballot entry form (participants entering via no purchase necessary method) or by phone (participants entering by loyalty card) and without assistance of any kind, whether mechanical or otherwise. Sponsor will attempt to notify the selected entrant(s) by phone using the information provided at time of entry. 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; or, (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 and/or teammates within the time period indicated on such forms; and/or (iv) cannot accept the Grand Prize as awarded for any reason whatsoever; then the Grand 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 from among the remaining Qualifiers.

7. **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, in which the selected entrant (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, CANLAN, and each of their respective advertising and promotional agencies, any contest judging organization, provincial liquor authorities, beer distribution companies, parent companies and affiliates of each 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 ASHL teammates must also sign and return a Declaration and Release of Liability form. The Declaration of Compliance and Release of Liability documents for both the winner and his/her guest(s) and/or teammates must be returned within the time period indicated in the documents or the Prize will be forfeited. The name(s) of guest(s) and/or teammates cannot be changed once the Declaration and Release of Liability form(s) have been received by Sponsor or its agent.

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 the Grand Prize, 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 his/her personal information.
9. **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, illegible, or inaccurate information, whether caused 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; 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 entry 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 Qualifiers and/or Grand Prize winner(s), and/or the distribution of any Prize(s); and/or g) any combination of the above.
10. **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 except to the Régie des alcools, des courses et des jeux in Quebec if any factor interferes with its proper conduct as contemplated by these Official Contest Rules. Any such action will be subject, in Quebec, to the approval of the Régie des alcools, des courses et des jeux.

11. **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, misdirected, affected by equipment failures, errors, failures 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 loyalty card swiped at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to a loyalty card number or other organization that is responsible for assigning loyalty card numbers. 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 loyalty card 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; 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.

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.
13. **QUEBEC:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.
14. **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 Prizes or parts of any Prize. The information you provide will only be used by Sponsor and CANLAN for the purposes of the administration and fulfillment of this Contest.

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