

CANLAN ICE SPORTS x MOLSON CANADIAN **BEERS UP FEES DOWN**

Prepared August 2023. Hereby referenced as “The Contest”

OFFICIAL CONTEST RULES

1. **SPONSOR:** The Beers Up Fees Down, hereby referred to as “The Contest”, is sponsored by Canlan Ice Sports Corp. “The Sponsor”, 989 Murray Ross Pkwy, Toronto, ON, M3J 3M4.

2. **ELIGIBILITY:** To be eligible to enter and win, the entrant must be: (i) a resident of British Columbia, Saskatchewan, Manitoba, or Ontario; (ii) are of the legal drinking age in their province of residence; (iii) are a registered participant on a team roster for the Fall Winter 2022/23 season of an organized Adult Safe Hockey League (“ASHL”) location, and are considered to be in good standing as reasonably determined by Canlan Ice Sports Corp. (the “Sponsor”). You are not eligible to win if you are: (a) an employee of the Sponsor; (b) an employee of any respective affiliate; (c) a contest administrator, or (d) any other party engaged in the development, production, or distribution of contest materials, and those who reside in the same household. By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by these Contest Rules. Entrants who do not comply with these Contest Rules are subject to disqualification by the Sponsor.

3. **HOW TO ENTER / NO PURCHASE NECESSARY:** Contest begins at 12:00 a.m. local time on September 4th, 2023, and all entries must be received by 11:59 p.m. local time on November 5th, 2023 (herein referred to as the “Contest Period”). To participate, order a Molson Canadian product and receive a Molson-branded business card with a digital QR code on it (each a, “Card”) while quantities last. To receive a Card without product (food or beverage) purchase while supplies last, please ask your server, unless otherwise specified. Limit: one (1) Card per purchase or per request per person, up to a maximum of three entries (3) per day. To enter, scan QR code using a wireless mobile device with scanning capability and follow the on-screen instructions to complete the online entry form in full and submit the entry. All fields on the entry form must be completed unless they are otherwise indicated as optional. 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) e-mail 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) e-mail 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, e-mail 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.

4. **CONTEST PRIZES:** There are forty (40) total grand prizes (hereby referred to as a “Grand Prize”) available to be won and twenty (20) total secondary prizes (Hereby referred to as a “Secondary Prize”). Each contest Grand Prize consists of one (1) \$1,000.00CAD voucher to be applied towards a team’s future ASHL league fees in the *Summer 2024* season at the participating location from which the Prize was awarded. The voucher will expire on December 31st, 2024, and cannot be used in lieu of a team’s deposit to hold a spot for a future team registration.

Participants are not permitted to win more than one (1) prize at a Participating Location during the Contest Window. Each contest Secondary Prize consist of one (1) Molson x NHL Mini Fridge with an average retail price of roughly \$300.00. Each prize (Grand Prize or Secondary Prize) does not hold a cash value and may not be substituted for any monetary difference between the actual and stated value, if any. Prizes are non-transferable or assignable and must be accepted as awarded with no substitutions in cash or otherwise, except at the 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 winner. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate eligible Winner.

5. CONTEST DRAWINGS: On or around November 7th, 2023, a random drawing will be conducted from among all entries received per participating region. Sponsor or its designated agents will attempt to notify the selected entrants by phone or e-mail using the information provided at the time of entry. To be declared a winner, a selected entrant must first correctly answer, a mathematical skill-testing question at time of entry 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) fails to execute and return to Sponsor any required Declaration and Release of Liability forms within the time period indicated on such forms (as applicable); (iv) cannot accept the applicable Prize as awarded for any reason whatsoever; and/or (v) is found to be ineligible for any reason, 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 will depend on the total number of entries received per participating region.

6. SKILL-TESTING QUESTION: To be declared a Prize winner, the selected entrant(s) may be required to correctly answer, a mathematical skill-testing question 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) fails to correctly answer, or incorrectly answers, the skill-testing question; or, (ii) cannot accept the Prize as awarded for any reason whatsoever; then the 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 for the applicable Prize, 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, 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 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 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 and Release documents must be returned within the time-period indicated in the documents or the applicable Prize will be forfeited.

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 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 precluding 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 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.

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 individual possessing the e-mail address of the submitted survey.

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.

The Molson and Coors logos and marks are the property of, or are licensed by Molson Canada 2005, and may not be reproduced without the prior written consent of Molson Canada 2005. © Molson Canada 2005 2023. All Rights Reserved.