

**Molson Coors® ASHL Watch Party Program**  
**(the “Contest”)**

**OFFICIAL CONTEST RULES**

1. **ELIGIBILITY:** To be eligible to enter, you must be: (i) a resident of Ontario; (ii) of the legal drinking age in the province in which you reside; and (iii) a registered Canlan Customer in good standing (in relation to both the individual and the team), (“CANLAN”). You are not eligible to enter or win, if you are: a) an employee, officer, director, agent or representative 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 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: NO PURCHASE NECESSARY.** Contest begins on October 7<sup>th</sup>, 2024 and all entries must be submitted and received during each watch party date before the last prize draw which takes place immediately after the designated game of the night. To participate, order any Molson Coors product and receive a Molson Coors branded physical ballot card with a (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. The number of ballots vary per Molson product purchase; Limit: one (1) Card per 20oz, 23oz, 355ml, 341ml or 473ml Molson Coors beverage, three (3) Cards per 60oz Molson Coors beverage, five (5) Cards per 134oz Molson Coors beverage. (1) Card per non purchase or per request per person, up to a maximum of three (3) entries per day. All fields on the entry form must be completed unless they are otherwise indicated as optional. To enter, complete all required information on the physical ballot and place ballot into ballot box on location. 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. 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 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. **PRIZES:** There will be 8 or 9 watch parties conducted at each Canlan complex throughout the contest period. Each Watch Party will distribute the below prizing per event, there are on ten (10) prizes (each “Prize”) available to be won at each participating Canlan complex watch party. See chart below for Prize details.

<b>Prizes</b>	<b>No. Avail. To Be Won*</b>	<b>Approx. Retail Value in CAD (each)</b>
<b>Canlan Etobicoke:</b> <ul style="list-style-type: none"> <li>- Toronto Maple Leafs Tickets (1)</li> <li>- Wild Wing \$25 Voucher x 3</li> <li>- Swag Prizing x 6</li> </ul>	10	Toronto Maple Leafs \$475 Wild Wing Voucher \$75 Swag \$100
<b>Canlan Oakville:</b> <ul style="list-style-type: none"> <li>- Toronto Maple Leafs Tickets (1)</li> <li>- Wild Wing \$25 Voucher x 3</li> <li>- Swag Prizing x 6</li> </ul>	10	Toronto Maple Leafs \$475 Wild Wing Voucher \$75 Swag \$100
<b>Canlan Scarborough:</b> <ul style="list-style-type: none"> <li>- Toronto Maple Leafs Tickets (1)</li> <li>- Wild Wing \$25 Voucher x 3</li> <li>- Swag Prizing x 6</li> </ul>	10	Toronto Maple Leafs \$475 Wild Wing Voucher \$75 Swag \$100
<b>Canlan York:</b> <ul style="list-style-type: none"> <li>- Toronto Maple Leafs Tickets (1)</li> <li>- Wild Wing \$25 Voucher x 3</li> <li>- Swag Prizing x 6</li> </ul>	10	Toronto Maple Leafs \$475 Wild Wing Voucher \$75 Swag \$100
<b>Canlan Oshawa:</b> <ul style="list-style-type: none"> <li>- Toronto Maple Leafs Tickets (1)</li> <li>- Wild Wing \$25 Voucher x 3</li> <li>- Swag Prizing x 6</li> </ul>	10	Toronto Maple Leafs \$475 Wild Wing Voucher \$75 Swag \$100

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 a 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, 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.

4. **DRAWS:** A random drawing for the Prizes will be conducted on location during each Canlan facilities watch party. Sponsor or its designated agents will attempt to notify the selected entrants by announcing contestants name using the information provided at the time of entry. To be declared a winner, a selected entrant must be present on complex property, 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 minutes 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 a Prize will depend on the total number of eligible entries received throughout the Contest per participating region.
6. **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, 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.

7. **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 (1) 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 any Prize, the winners consent 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.
8. **ERRORS, ETC.:** Any Cards, packaging (if applicable) or other materials used in this Contest that have been tampered with, mutilated, altered, forged, reproduced, not legitimately obtained, stolen, are illegible, broken or otherwise damaged, or which contain or reflect printing, production or other errors will be void.
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 them, 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 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; 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.

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 regards to any matter relating to this Contest.
12. **NHL ENTITIES PRIZE SUPPLIER:** Entrants in this Contest acknowledge that NHL Entities' only involvement with this Contest is as 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 any Prize. The information you provide will only be used by Sponsor and for the purposes of the administration and fulfillment of this Contest.

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