

Molson Canadian® Personalized Fridges Contest
(the “Contest”)

OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible to enter and win, you must be: (i) of legal drinking age in your province of residence; and (ii) a resident of Canada. You are not eligible to enter or win, if you are: a) an employee of Molson Canada 2005 (the “Sponsor”), its affiliates and related companies, advertising or promotional agencies, the 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 at 12:00pm (ET) on **May 1, 2017** and all entries must be submitted and received by 3:00 pm (ET) on **September 3rd, 2017** (the “Entry Deadline” and “Contest Closing Date”). To enter the Contest, entrants must nominate either a Canadian hero (“Canadian Hero”) who has inspired them OR he/she can nominate themselves if they feel they have inspired others. Each entrant must submit a story (the “Entry”) explaining how either he/she have inspired others or how their Canadian hero has inspired them, using one of three (3) methods of entry listed below.
 - i) **WEBSITE:** Visit www.molsoncanadian.ca/atasteofwhoweare (the “Contest Website”) and click on the Contest tab and follow the on-screen instructions to complete the online Entry form in full. All fields on the Entry form must be completed unless they are otherwise indicated as optional.

 - ii) **FACEBOOK, TWITTER OR INSTAGRAM (HASHTAG):** Using Facebook, Twitter or Instagram (the “Social Media Platforms”), an entrant must use the hashtag (#ATasteOfWhoWeAre) and tweet, post or upload their Entry to any of the above listed Social Media Platforms. An entrant’s account must be public in order to participate and for the Entry to qualify.

 - iii) **FACEBOOK OR INSTAGRAM (SOCIAL POSTS):** Search for the Molson Canadian Facebook page or the Molson Canadian Instagram page, an entrant can post his/her Entry in the comment section under the designated Contest posting.

Entrants can submit an Entry using and accessing any of the above three methods either through the Internet or through a mobile device. If entering via mobile, standard data rates may apply. Check your service carrier plan for your rates and

fees. Each tweet, post or video submitted will count as one (1) Entry into the Contest. Entries submitted in any other manner and format other than what is outlined hereinabove will not be accepted. Entries may be submitted by the entrant themselves or by an entrant on behalf of his/her Canadian Hero. IN THE EVENT A CANADIAN HERO'S ENTRY IS SELECTED AS A WINNING ENTRY, ONLY THE CANADIAN HERO WILL BE ELIGIBLE TO WIN AND RECEIVE THE PRIZE. The Entry must not infringe upon the rights of any third party. Entrants who have submitted Entries on behalf of their Canadian Heroes will be required to provide Sponsor with proof of consent and permission from the Canadian Hero to use his/her image, name, voice and/or likeness. In the event, that any such proof and/or consent cannot be obtained by the entrant on behalf of his/her Canadian Hero; the Entry will be voided and disqualified from the Contest. Disqualification of Entry can occur at any time throughout the Contest, including after a potential winner has been selected.

Entries that do not comply with these Official Contest Rules or the Terms of Use of the Contest Website or that contain prohibited or inappropriate content such as illegal, immoral, nudity, profanity, indecent or offensive content, as determined by the Sponsor or its agent in their sole discretion will be disqualified from this Contest.

The Releasees (as defined below) will not be responsible for illegible, incomplete, lost, misdirected or late Entries, all of which will be void. Use (or attempted use) of 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, in its sole discretion, 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.

- PRIZES:** There are one hundred and fifty (150) prizes (each a, "Prize") available to be won. Each Prize consists of one (1) personalized Molson Canadian (winner's name and city to be decaled on fridge prior to delivery) fridge. The approximate value of each Prize is \$1,300.00 CAD.

Prize will be delivered to a winner's residence between twelve to sixteen weeks of being declared a winner. Fridge may not be exactly as shown in promotional materials or in advertising. Sponsor does not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the item including but not limited to its quality, merchantability, fitness for purpose or mechanical condition.

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. 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.

4. **JUDGING CRITERIA FOR WINNER SELECTION:** As per the schedule below, beginning at 3:00 pm (ET) on Monday, May 8, 2017 and continuing every Monday thereafter in Toronto, Ontario at 33 Carlingview Dr., until September 4th, 2017, potential winners will be selected based on the judging criteria as set out below.

Total # of fridges available to be won during each week	Winner Selection Date
10	May 8th, 2017 (for entries received prior to 3:00 pm (ET) on May 7th, 2017)
10	May 15, 2017 (for entries received prior to 3:00 pm (ET) on May 14th, 2017)
10	May 22, 2017 (for entries received prior to 3:00 pm (ET) on May 21st, 2017)
10	May 29, 2017 (for entries received prior to 3:00 pm (ET) on May 28th, 2017)
10	June 5, 2017 (for entries received prior to 3:00 pm (ET) on June 4th, 2017)
10	June 12, 2017 (for entries received prior to 3:00 pm (ET) on June 11th, 2017)
15	June 19, 2017 (for entries received prior to 3:00 pm (ET) on June 18th, 2017)
15	June 26, 2017 (for entries received prior to 3:00 pm (ET) on June 25th, 2017)
10	July 3, 2017 (for entries received prior to 3:00 pm (ET) on July 2nd, 2017)
10	July 10, 2017 (for entries received prior to 3:00 pm (ET) on July 9th, 2017)
5	July 17, 2017 (for entries received prior to 3:00 pm (ET) on July 16th, 2017)

5	July 24, 2017 (for entries received prior to 3:00 pm (ET) on July 23rd, 2017)
5	July 31, 2017 (for entries received prior to 3:00 pm (ET) on July 30th, 2017)
5	August 7, 2017 (for entries received prior to 3:00 pm (ET) on August 6th, 2017)
5	August 14, 2017 (for entries received prior to 3:00 pm (ET) on August 13, 2017)
5	August 21, 2017 (for entries received prior to 3:00 pm (ET) on August 20, 2017)
5	August 28, 2017 (for entries received prior to 3:00 pm (ET) on August 27, 2017)
5	September 4, 2017 (for entries received prior to 3:00 pm (ET) on September 3, 2017)

Each non-winning Entry will remain in the pool until it either becomes a winning Entry, or until the end of the Contest, whichever comes first. The odds of winning will depend on the total number of eligible entries received during that week. In order to be eligible to win, an Entry will be reviewed for content before judged and will be based on the following criteria: (i) 20% Connection: breaking down borders and bringing people together; (ii) 20% Class: holding ourselves to the highest standards in everything we do; (iii) 20% Celebration: living with Joie de Vivre and celebrating the best of life; (iv) 20% Commitment: the determination to go to extra lengths, even when it seems impossible; (v) 20% Contribution: giving or helping in times of need: as determined by Sponsor and/or its agent in their sole discretion. Go to molsoncanadian.ca for examples of some great Canadian Heroes stories.

5. **SKILL-TESTING QUESTION REQUIREMENT:** Sponsor or its designated agent will attempt to notify the selected entrant by direct messaging/commenting on their Entry or by email. To be declared a winner, 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 and/or his/her Canadian Hero: (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 form within the time period indicated on such form; 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.
6. **RELEASES, ETC.:** Before being declared a winner, 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, its 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, 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.

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, 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 and/or that of their Canadian Hero 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 and/or their Canadian Hero 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 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 their personal information.

9. **INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the relevant Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
10. **COPYRIGHT-PROTECTED WORK:** By submitting an Entry into the Contest, the entrant represents and warrants that the Entry submitted is original to the entrant, and all right, title, and interest (including copyright) thereto is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsor to use the Entry as contemplated herein; and that the Entry does not infringe upon the intellectual property or other statutory or common law rights of any third party. The entrant further represents and warrants that the Canadian Hero has consented to the use of any copyrighted material that may be owned or controlled by the Canadian Hero for the Contest. In consideration for the opportunity to participate in the Contest, the entrant hereby (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Entry, in whole or in part, for advertising or promoting the Contest, or, for any other reason; (ii) waives all moral rights in and to his/her Entry in favour of the Sponsor (and anyone authorized by the Sponsor to use the Entry); and (iii) agrees to release, indemnify and hold harmless the Releasees from and against any and all claims related, directly or indirectly, to his/her Entry – including, without limitation, claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action.
11. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate 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.

12. **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. 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 email, Twitter, Instagram or Facebook account submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to the email, Twitter, Instagram or Facebook account by Twitter, Instagram or Facebook or by an Internet access provider, online service provider or other organization that is responsible for assigning accounts. 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 account 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.

13. **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.
14. **QUEBEC RESIDENTS:** 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.