

MOLSON CANADIAN® OPEN LIVE CONTEST
(the “Contest”)

OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible to enter, 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, 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; or c) 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 April 28, 2014, and all submissions must be submitted and received by 9:00 am (ET) on May 20, 2014 (the “Submission Deadline Date” and “Contest Closing Date”). To enter, visit www.molsoncanadian.ca/live (the “Contest Website”). Click on the Contest link located on the Contest Website and follow the on-screen instructions to complete the online registration form in full and submit your music by providing either a video link or a link to it (the “Submission”) up to a maximum of 3 song(s) and a minimum of 1. All fields on the registration form must be completed unless they are otherwise indicated as optional. Submissions must comply with all content instructions as outlined below in these Official Contest Rules or otherwise the Submissions submitted will not be considered for judging and will be voided. After your Submission has been successfully submitted, you will receive a confirmation receipt that the Submission has been submitted. If the exact video link or music Submission is submitted more than once, the first Submission will be considered a valid one and any subsequent duplications will be void. Submissions submitted in any other manner and format other than what is outlined on the Contest Website will not be accepted. Submitted video links or music included in the Submission must be solely your original work and must not have been previously published and must not infringe upon the rights of any third party. Submissions that do not comply with these Official Contest Rules or the Terms and Conditions of the Contest Website or that contain prohibited, or inappropriate content such as illegal, immoral, offensive or defamatory, nor can they invade publicity rights or the rights of any person or otherwise infringe upon any person’s personal or property rights as determined by the Sponsor or its agent in their sole discretion will be removed from the Contest Website and disqualified. The Releasees (defined below) will not be responsible for illegible, incomplete, lost, misdirected, technical failures or late Submissions, all of which will be void. For greater certainty and the avoidance of any doubt, you can use only one (1) email 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 Submissions as outlined in these Official Contest Rules; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Contest; then he/she may be disqualified from the Contest and all of his/her Submissions voided. Your Submission will be rejected if the registration form is not fully completed with all required information and submitted and received by the Submission Deadline. Use (or attempted use) of multiple names, identities, email 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 Submissions 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 PRIZE:** There is one (1) grand prize(s) (the “Grand Prize”) available to be won. The Grand Prize consists of an invitation for the winner and each of his/her band member(s) to perform live at this year’s 2014 Osheaga Music Festival on August 1-3, 2014 in Montreal, Quebec and at an after party (together, the “Events”, or, individually, each an “Event”). The date and time for both performances to be determined and confirmed by Sponsor in its sole discretion. Specifically, the Grand Prize includes: (i) round trip economy class airline tickets or round trip economy class train tickets or shuttle transportation tickets (depending on distance of winner’s home from the Event location as determined by Sponsor in its sole discretion) for the winner and each of his/her band member(s) to the Events; (ii) two (2) nights standard hotel accommodation (double or quadruple occupancy) (or three (3) nights standard hotel accommodation (double or quadruple occupancy), as applicable as determined by Sponsor); (iii) tickets for the winner and each of his/her band member(s) to attend the Osheaga Music Festival; and (iv) return ground transportation between the airport, train or shuttle station to the Events.

Winner and each of his/her band member(s) shall be responsible for any costs or expenses not specifically described above as included in the Grand Prize, including but not limited to ground transportation between winner’s residence and departure airport, train or shuttle station, any additional ground transportation, travel and/or medical insurance (if applicable), drinks, meals, gratuities, taxes, airport improvement and security fees (if applicable) 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. All travel arrangements, accommodations and scheduled Event(s) will be arranged by Sponsor in its sole discretion. Winner and each of his/her band member(s) must travel together on the same itinerary departing from the same departure point on the times and dates required or the Grand Prize will be forfeited. Winner and each of his/her band member(s) will be required to follow all directions given by Sponsor and/or Event organizers; failure to do so may result in termination of their

participation, or continued participation, in the Grand Prize and/or Event(s). Once travel itinerary has been finalized between winner and Sponsor; no changes can be made unless approved by Sponsor. The approximate value of the Grand Prize is \$7,000.00 CAD (based on sample Vancouver departure). Actual value of Grand Prize will depend on location of winner's residence and the number of band member(s) attending the Event(s). Winner is not entitled to any monetary difference between the stated and actual value, if any. Winner and each of his/her band member(s) shall be responsible for obtaining all required travel documentation including photo identification and must be free from any legal restrictions on their ability to travel or otherwise participate in the Grand Prize. Each band member must be of legal drinking age in their province of residence in order to participate in this Grand Prize. Winner and each of his/her band member(s) shall be responsible for bringing their own music equipment unless otherwise stated by Sponsor.

The Grand Prize will occasionally be referred to in these Official Contest Rules as a "Prize".

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 and absolute 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 (defined below) will not be responsible, however, if weather conditions, Event(s) 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 winner. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate eligible winner.

4. JUDGING CRITERIA (the "Judging Criteria"):

Presentation 20%:

- Based on how the band performs and presents itself to the public whether live or via Intranet using any 3rd party social media sites.
- How well the band engages with their fans whether live or via Intranet using any 3rd party social media sites.

Quality of Submitted song(s) 20%:

- Production quality of recording is considered but not crucial.
- Quality of songwriting, composition and instrumentation.

Originality of Material 20%:

- Uniqueness of sound and musical style.
- Creativity of musical ideas and execution.

Social Media Presence 20%:

- The bands presence online using 3rd party platforms such as Facebook, Twitter, Instagram, and etc.
- Fan engagement the band is able to generate through social media.
 - Clicks, links, posts, shares, mentions, hashtags, photos and other activity will be monitored by analytics tools

Judging Panel 20%

- Each judge will be looking at each band from their own music expertise and subjective opinion.
- Each judge will take the above Judging Criteria into consideration when making his/her own decision.

5. **JUDGING: TOP 10 SELECTION:** At 12:00 pm (ET) on May 23th, 2014 at 33 Carlingview Dr. Toronto, ON, Sponsor and its agent will be selecting the top 10 finalists from among all eligible Submissions received. Each selected Submission will be reviewed for content and will be based on the Judging Criteria as set out hereinabove. On May 26th 2014, the top 10 selected finalists' names will be announced and displayed on the Contest Website. The odds of becoming a finalist will depend on the total number of eligible Submissions received prior to the Submission Deadline Date.
6. **GRAND PRIZE WINNER(S) NOTIFICATION:** At 12:00 pm (ET) on June 10th, 2014 at 33 Carlingview Dr. Toronto, ON, the top finalist who gets selected by the judging panel will be eligible to win the Grand Prize. The judging panel selecting the Grand Prize winner is comprised of music industry professionals as selected by Sponsor. Each finalist's Submission will be reviewed for content before judged, and will be based on the same Judging Criteria as set out hereinabove. If a selected finalist: (i) cannot be contacted within two (2) business days of the first attempted notification; (ii) fails to execute and return to Sponsor the Declaration and Release of Liability forms for the selected entrant and each of his/her band member(s) within the time period indicated on such forms; 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 and absolute discretion and time permitting, to select an alternate eligible entrant. The odds of a finalist winning the Grand Prize will be not less than 1:10.
7. **RELEASES, ETC.:** Before being declared a winner of a Prize, a selected entrant may 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 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. Winner and each of his/her respective band member(s) must also sign and return a Declaration and Release of Liability form prior to travel and/or participating in the Prize. The name(s) of band member(s) cannot be changed once the Declaration and Release of Liability form has been received by Sponsor or its agent.

8. **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 Submissions; b) the theft, loss, destruction or unauthorized access to, or alteration of, Submissions 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.
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. By accepting the Prize, the winner consents 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.

10. **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.
11. **COPYRIGHT-PROTECTED WORK:** By submitting a Submission into the Contest, the entrant represents and warrants that the Submission (video link or music) is original to the entrant, and all right, title, and interest (including copyright) and thereto is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsor to use the Submission as contemplated herein; and that the Submission does not infringe upon the intellectual property or other statutory or common law rights of any third party. Submissions remain the property of the entrant however, each entrant grants the Sponsor an irrevocable, worldwide, royalty free, perpetual and unlimited license to reproduce the Submission, in any form of media.
12. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Subject to obtaining the approval of the Régie des alcools, des courses et des jeux for the province of Quebec, 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. Any such action will be subject in Quebec, to the approval of the Régie des alcools, des courses et des jeux.
13. **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, 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 a Submission, the Submissions 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 Submissions 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 Submissions 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, in its sole and absolute discretion, 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 Submission 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, in its sole and absolute discretion, affect 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.

14. **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.
15. **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 Régie only for the purpose of helping the parties reach a settlement.