

## Official Rules for the Molson “Road to Gold” Promotion

### No Purchase Necessary To Enter or Win. A Purchase will not Increase Your Chances of Winning.

Information on how to enter, the prizes, and rules for redeeming the prizes form part of the terms and conditions of entry for the Promotion. Participation in the Promotion is deemed to be acceptance of these Official Rules and any other notices referenced herein. In these Official Rules, the term “you” refers to any person who enters, or who wishes to enter, the Promotion.

- Eligibility:** The Molson “Road to Gold” Promotion (“Promotion”) is open only to legal residents of Canada (“Canada”) who are at least nineteen (19) years old or older at the time of entry and who otherwise meet the requirements set out in these Official Rules. Employees of Molson Coors Brewing Corporation, (“Sponsor”), Hockey Canada, the International Ice Hockey Federation, their parent companies, subsidiaries, affiliates, prize suppliers and advertising/promotion agencies as well as the immediate family members (spouse, parents, siblings, and children, and each of their respective spouses, regardless of where they reside) and household members (whether or not related) of those employees, are not eligible to enter.
- Entry Period:** The Entry Period begins at 11:01 am Pacific Daylight Time (“PDT”) on March 27, 2016 and ends at 01:59 am PDT on April 5, 2016. Entries submitted before or after the Entry Period will not be eligible.
- How to Enter:** To enter the Promotion, you must, at any time during the Entry Period, [an entrant would need to attend all eight hockey houses and purchase a Molson product. The entrant would receive a stamp after purchase at that particular house. Once the entrant receives a stamp from every hockey house, they will be able to submit their properly stamped passport and the entrant must fill out your “Road to Gold” passport and submit the completed passport to any of the eight participating “Road to Gold” establishments.](#) On the passport enter your full name, date of birth, address, phone number and email address and confirm acceptance of the Official Rules.
- Random Drawing:** On April [6,](#) 2016 at 11:00 am PDT, at Women’s World Championships, 262 Lorne Street, Kamloops, British Columbia, V2C 1W1. Sponsor will select one (1) potential Promotion winner in a random drawing from among all eligible entries received throughout the Entry Period. The odds of being selected as a potential winner depend on the number of eligible entries received. Sponsor will notify the potential winner via the email address submitted at the time of entry. In the event a potential prize winner fails to respond to the notification by 10:00 am PDT on April [12,](#) 2016, the potential prize winner will be deemed to have forfeited any claim to the prize and Sponsor will have no further obligation to such potential winner. If the prize is forfeited, the Sponsor will conduct a random drawing from among all remaining eligible entries at 10:01 am PDT on April [12,](#) 2016 at the same location as the original drawing to select a new potential winner. Such newly selected potential winner will be notified by

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email within two (2) business days of the drawing, using the contact details provided by that person when entering the Promotion.

5. **Entry Requirements:** Entrants may submit a maximum of one (1) entry per person during the Entry Period. Any entries in excess of the stated limitation will be automatically disqualified and the Sponsor may, in its absolute discretion, disqualify such entrant's participation in the Promotion. Entries submitted by any other method other than the method listed above in Section 3 will be automatically deemed invalid and will not be entered into the Promotion. Entries generated by script, macro or other automated means or practices, and entries by any means which subvert the entry process are void.
6. **Potential Winner Requirements:** Prior to being declared the actual winner, each potential winner will be required to correctly answer Sponsor's time-limited mathematical skill-testing question (administered by telephone) without mechanical or electronic assistance. Upon successfully answering the skill testing question, a potential winner will be required to execute and return to Sponsor a declaration of eligibility, a liability release and, where lawful, a publicity release within two (2) business days of date of issuance. If such skill-testing question is answered incorrectly, documents are not returned within the specified time period, prize or prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner or a potential winner is not in compliance with these Official Rules, the prize will be forfeited and, at Sponsor's discretion, an alternate potential winner may be selected by random drawing from among all remaining eligible entries received.
7. **Prize:** One (1) winner (the "Winner") will receive a trip prize (the "Prize") consisting of the following: (i) roundtrip, economy class airfare transportation to Montréal, Quebec from the closest major airport to their residence(as determined by the Sponsor) for the selected Winner and one (1) guest; (ii) two (2) tickets to four(4) World Junior Championship round robin games and (iii) three (3) nights standard accommodations (one (1) room, double occupancy) at a hotel in the greater Montréal area, as selected by the Sponsor. Approximate Retail Value ("ARV"): \$3,400 CAD, based on a Vancouver departure. Actual value of the Prize may vary based on existing rates at the time of booking and dates of travel. Any difference between stated ARV and actual value will not be awarded.
8. **PRIZE CONDITIONS:** Without limiting the generality of the foregoing, the following general conditions apply to the Prize: (i) Prize must be accepted as awarded and is not transferable, assignable and/or or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor's option; (iii) all travel related to the Prize must occur between December 26, 2016 through January 6, 2016 (otherwise the Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place); (iv) the Winner and his/her guest must: (a) travel on same itinerary; and (b) have all necessary documentation to permit travel; (v) the costs of everything not specifically stated above as included in the Prize are the sole and absolute responsibility of the Winner and his/her guest, including, without limitation: meals and drinks; gratuities; entertainment; luggage fees; health and travel insurance; transportation

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for Winner and his/her guest to and from the major airport nearest to his/her home ; transportation while in Montreal, Quebec; and items of a personal nature (NOTE: Winner may be required to present a valid major credit card in Winner's name at the time of hotel check-in to cover any incidental expenses); (vi) if the Winner and/or his/her guest do not utilize any part(s) of the Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (vii) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; and (b) substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (viii) all travel arrangements relating to the Prize must be made through the Sponsor or its designated agents; (ix) by accepting the Prize, the Winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part; and (x) the Winner's guest must: (a) either be of the age of majority in his/her province/territory of residence or have the express written consent (in form and substance satisfactory to the Sponsor, in its sole and absolute discretion) to accompany the confirmed Winner on the trip; and (b) sign (and have his/her parent/legal guardian if he/she is under the age of majority in his/her jurisdiction of residence) and return the Sponsor's release (by the date indicated on the release form) indicating that he/she waives all recourse against the Released Parties relating to his/her participation in the Prize (including, without limitation, any travel related thereto). Travel restrictions may apply. The Winner is responsible for paying any applicable federal, provincial, state, local, income and withholding taxes. In the event that any tax withholding is required by law for the prize, Winner authorizes Sponsor to make the corresponding deduction. Any prize details not specified above will be determined by Sponsor, in its sole discretion. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor.

9. **General Conditions:** In the event that the operation, security, proper play or administration of the Promotion is impaired in any way, Sponsor may, in its sole discretion, (a) suspend the Promotion to address the impairment and then resume the Promotion; or (b) terminate the Promotion and award the prize by random drawing from among all non-suspect, eligible entries received up to the time of the termination. Sponsor reserves the right, in its sole discretion, to disqualify and seek any and all remedies available from any individual who tampers with the operation of the Promotion, violates these Official Rules, or acts in a disruptive or unsportsmanlike manner. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail or via the internet shall not be deemed proof of receipt of that communication by Sponsor. The Promotion is subject to federal, state, provincial, and local laws and regulations, and is void outside of Canada and where prohibited.
10. **Release and Limitations of Liability:** By entering, you agree to release and hold harmless Sponsor, Hockey Canada, the International Ice Hockey Federation, their respective parents, subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of

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action arising out of participation in the Promotion or receipt, use or misuse of the prize and any portion thereof (including any travel/activity related thereto), including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, or telephone, or network lines; (c) printing errors; (d) lost, late, misdirected, garbled, inaccurate, or undeliverable entries or mail; (e) errors in the administration of the Promotion; or (f) injury or damage to persons or property. You further agree that in any cause of action, in no event shall the Released Parties be liable for attorney's fees. To the extent permitted by law, you waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

11. **Personal Data:** Any information collected from the Promotion shall be used only in a manner consistent with the consent given by the entrants at the time of entry, with these Official Rules, and with the Sponsor's Privacy Policy found at <http://www.Molson.ca/daily/enc4105/service/privacy.asp>. Each entrant expressly agrees to the use of his/her personal information for such purpose. The following information will be collected from each entrant for the purpose of administering the Promotion, and may also be used by Released Parties and their affiliates to contact the potential winners: entrant name, date of birth, address and email address. The Released Parties will not sell, share or otherwise disclose information collected in any manner with third parties, other than those parties necessary to fulfill the above purposes, unless entrant has given his/her prior express consent to receive additional information from the Released Parties or a third party. Entrants have a right of access to, modification and withdrawal of their personal data. Entrants also have the right of opposition to the data collection, under certain circumstances, in accordance with applicable law. To exercise such right, an entrant may write to Women's World Championships, 262 Lorne Street, Kamloops, British Columbia, V2C 1W1. The Released Parties will take all steps reasonably necessary to ensure that entrants' personal information is treated securely and in accordance with Sponsor's Privacy Policy and these Official Rules, but will not otherwise take steps to ensure compliance with the applicable Canadian laws.
12. **Disputes:** Except where prohibited by law, entrants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or the prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Ontario, Canada. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of Ontario, Canada, without giving effect to any choice of law or conflict of law rules (whether of Ontario or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Ontario.
13. **Sponsor:** The Promotion is sponsored by Molson Canada Corp., 33 Carlingview Drive, Toronto, Ontario M5W 5E4.

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14. **Results:** To request a Winners' list, send a self-addressed, stamped envelope to Women's World Championships, 262 Lorne Street, Kamloops, British Columbia, V2C 1W1. Requests must be received within four (4) weeks after the end of the Entry Period.

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### **Declaration/Certificate of Eligibility, Publicity Release and Liability Waiver**

**[NOTE: Canadian law requires that potential winners in a chance-based promotion correctly answer a time-limited mathematical skill-testing question prior to be confirmed as the winner. This Declaration assumes that this question will be administered to the potential winner via the telephone.]**

This Declaration/Certificate of Eligibility, Publicity Release and Liability Waiver (this “Agreement”) must be read and signed by the person (the “Winner”) awarded a prize in the “Road to Gold” Promotion (“Promotion”) sponsored by Molson Coors Brewing Corporation (the “Sponsor”). The Promotion Winner is referred to below as “I” or “me.” In consideration of the awarding of a prize to me, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I hereby agree as follows:

1. I represent that I understand and have fully complied with the Official Rules of the Promotion (attached hereto and incorporated herein by reference) **[attach Official Rules to this document]** and that I have committed no fraud or deception in entering the Promotion or in claiming any prize awarded to me. I represent that I am eligible to receive the prize awarded to me in the Promotion.

2. I give permission irrevocably and in perpetuity to Sponsor, Hockey Canada, the International Ice Hockey Federation, and each of their subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (‘the “Released Parties”’) to use my name, photographs, likenesses, voice and biographical material in and in connection with the Promotion and all ancillary and subsidiary uses thereof and all advertising and publicity in connection with the Promotion and to exploit the Promotion in any and all manner and media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation to me, use, adapt, reproduce, distribute, display and publicly perform my name, entry, visual likeness and biographical data, in whole or in part, worldwide, in connection with the promotional or marketing activities of Sponsor and/or its subsidiaries or affiliates.

3. I understand that I am entitled to receive only the announced prize and that such prize is non-transferable and that no substitutions or cash equivalents will be made except at the sole discretion of the Sponsor or as provided in the Official Rules of the Promotion. As provided in the Official Rules, I hereby agree to be responsible for all federal, provincial and local taxes and any other costs or expenses incurred in accepting or using any prize awarded to me not specified in the Official Rules as being provided including, without limitation, additional ground transportation, luggage fees, meals, souvenirs, incidentals, and gratuities. I also acknowledge that Released Parties will not arrange for any precautionary medical measures or carry any insurance of any kind for my benefit or that of my heirs, executors and administrators relative to the use of any prize awarded to me; and that I am solely responsible for obtaining medicine and paying for any life, accident, automobile, travel, property or other insurance relative to my use of any prize. I also understand that I am responsible for obtaining all required travel documents prior to travel. I understand that the trip must be completed on dates specified by Sponsor or it will be forfeited and Sponsor will have no further obligation to me.

4. This Agreement shall not be subject to the jurisdiction of any union or guild and no additional payments, royalties or consents or any party are required in connection with Sponsor’s use of any of the rights granted herein.

5. I will not disclose any confidential information whatsoever (creative or otherwise) about the Promotion, Sponsor or this Agreement without Sponsor’s prior written approval in each instance. I will not give any interview or authorize any publicity relating to the Promotion, my entry, Sponsor or my services or participation thereon without Sponsor’s prior written approval.

6. I understand that by entering, I grant Sponsor, its agents, licensees, and assigns an irrevocable, perpetual (non-exclusive) right and permission to reproduce, encode, store, copy, transmit, publish, post,

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broadcast, display, publicly perform, adapt, modify, create derivative works of, exhibit, and otherwise use my entry and all elements of my entry, including, without limitation, responses to any questions, as-is or as-edited (with or without using my name) in any media throughout the world, in perpetuity, for any purpose, without limitation, and without additional notification, review, compensation, or approval from myself or any other party.

7. I ACKNOWLEDGE THAT ANY ACCEPTANCE, PARTICIPATION IN AND/OR USE OF ANY PRIZE IS SOLELY AT MY OWN RISK. THEREFORE, I, ON BEHALF OF MYSELF AND MY ASSIGNS, HEIRS, DEVISEES AND ESTATE (COLLECTIVELY, "SUCCESSORS"), HEREBY UNCONDITIONALLY AND FOREVER RELEASE, DISCHARGE AND AGREE TO HOLD HARMLESS THE RELEASED PARTIES FROM ANY AND ALL CLAIMS, JUDGMENTS, COSTS, DAMAGES, LOSSES, EXPENSES AND LIABILITIES (WHETHER ARISING UNDER A THEORY OF CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE (WHETHER ACTIVE, PASSIVE OR IMPUTED)), STRICT LIABILITY, PRODUCT LIABILITY OR ANY OTHER THEORY) RELATING TO ANY CLAIM I MAY NOW OR HEREAFTER HAVE WITH RESPECT TO ANY DEATH, PERSONAL INJURY, PROPERTY DAMAGE, PECUNIARY LOSS OR OTHER LOSS, DAMAGE, COST OR EXPENSE (COLLECTIVELY, "HARM") THAT MAY BE SUFFERED BY ME OR ANY THIRD PARTY AS A RESULT OF THE PROMOTION, ANY USE BY SPONSOR OF MY NAME, VISUAL LIKENESS OR BIOGRAPHICAL DATA, OR IN CONNECTION WITH MY ACCEPTANCE, PARTICIPATION IN, USE OF AND/OR INABILITY TO USE ANY PRIZE AWARDED TO ME, EVEN IF SUCH HARM IS CAUSED SOLELY BY THE RECKLESSNESS, NEGLIGENCE OR FAULT OF ONE OR MORE RELEASED PARTIES (COLLECTIVELY, THE "RELEASED CLAIMS")

I SPECIFICALLY UNDERSTAND AND AGREE THAT THIS RELEASE WILL PREVENT ME AND MY SUCCESSORS FROM BRINGING A LAWSUIT, CLAIM OR OTHER ACTION AGAINST SPONSOR OR ANY OTHER RELEASED PARTY AND FROM RECOVERING ANY MONEY DAMAGES OR OTHER LEGAL RELIEF FROM SPONSOR OR ANY OTHER RELEASED PARTY IN CONNECTION WITH ANY OF THE RELEASED CLAIMS.

8. If any provision of this Agreement is found to be unenforceable in any respect by a court, it is my intention and understanding that this Agreement shall nonetheless be enforced to the maximum extent to which it is found by the court to be legally enforceable. To the extent permitted by applicable law, I hereby waive the benefit of any provisions of any statute or other law that might adversely affect the rights of Sponsor or any Released Party under this Agreement.

9. This Agreement shall be governed by the laws of the Province of Ontario, without reference to its choice of law rules. I irrevocably consent to the exclusive jurisdiction and venue of the federal and provincial courts located in Toronto, Ontario with respect to any claim or suit arising out of or in connection with this Agreement, the Promotion, any delivery, misdelivery or nondelivery of any prize or my acceptance, participation in, use of, or inability to use any prize, and agree not to commence or prosecute any such claim or suit other than in the aforementioned courts.

10. I acknowledge and agree that my consent to the terms set forth above is material inducement for Sponsor to award a prize to me and Sponsor would not do so in the absence of my consent as evidenced by my signature below.

11. This Agreement constitutes the entire agreement between myself and Sponsor with respect to the matters described herein, and supersedes any and all other agreements and communications, oral or written, between myself and Sponsor or any other Released Party with respect to such matters. This Agreement may not be amended or supplemented except by a writing signed by Sponsor specifically referencing this Agreement.

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THIS IS A LIABILITY RELEASE PLEASE READ CAREFULLY BEFORE SIGNING

<b>Name of Winner</b> (please print):
<b>Signature:</b>
<b>Address:</b>
<b>E-Mail Address:</b>
<b>Phone:</b>
<b>Date:</b>
<b>Witness:</b>

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