

OFFICIAL CONTEST RULES

RICKARD'S BREWERY TOUR (the "Contest")

1. **ELIGIBILITY:** To be eligible to win, you must be a resident of British Columbia, Saskatchewan or Manitoba and of the legal drinking age in the province in which you reside. If entering through text message, you must also be registered as a Molson Insider. If you are not already registered as a Molson Insider, follow the instructions in the text message you receive at the time of entry. You are not eligible to win, if you are: a) an employee of Molson Canada 2005 (the "Sponsor"), its affiliates, 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 or around February 27, 2012 at participating liquor stores in British Columbia, Saskatchewan and Manitoba and ends at 11:59:59 pm CST on March 31, 2012 (the "Contest Period"). There are two (2) ways to enter this Contest:
 - a. **By Text-Message:** Using a wireless handset device with text messaging capability, text the word "**TOUR**" to "**14747**". Standard text messaging rates apply. Check your service carrier plan for your standard text messaging fees. Limit: one (1) entry per person, per day per wireless handset cell number.

 - b. **By Mail:** Mail a hand-printed self-addressed envelope with a 100 word original hand-written essay on the topic "***My favourite Rickard's for Pairing with Food***" – (the "Essay"). Mail this Essay along with your full name, address, date of birth, daytime and evening telephone numbers and date of entry to: ***Rickard's Brewery Tour*** c/o Molson Coors Canada #100, 1400 Kensington Rd NW, Calgary, AB, T2N 3P9 (together, the "mail entry"). Mail entries must bear sufficient postage. Upon receipt of the Essay along with all required information in order to make the mail entry valid and admissible, an Entry will be entered into the Contest on behalf of the Essay writer identified on the mail entry. Mail entries must be submitted by the entrant him/herself by Contest Closing Date, as attested by date on postmark. Only original, hand-printed mail entries will be eligible; no photocopies or other reproductions. Please allow five (5) business days for processing. Limit: one mail entry per outer stamped envelope per person per day.

Together, all text-message entries and mail entries shall be referred to individually as an "Entry" and collectively as "Entries" without distinction.

All Entries regardless of method of entry must be received by 11:59:59pm CST on March 31, 2012 (the “Entry Deadline” and “Contest Closing Date”).

3. **PRIZES:** There are five (5) prizes (each a “Prize”) available to be won, awarded as follows:

Province/Region	Number of Prizes
British Columbia	1
Saskatchewan	1
Manitoba	1
All Three provinces together	2

Each Prize consists in an invitation for the winner and one (1) guest to attend the Rickard’s Vancouver Brewery Tour (the “Event”). The exact date of Event will be determined by the Sponsor, at its sole discretion, but in any case after April 1st, 2012.

Specifically the Prize includes: (i) two (2) nights’ accommodation in a standard category hotel (double occupancy); (ii) return transportation for the winner and one (1) guest by means determined and confirmed by Sponsor in its sole discretion depending on the distance between the winner’s residence and Event location (Vancouver) as more fully detailed below; (iii) two passes to the Event, consisting in a semi-private tour of the Rickard’s Vancouver Brewery; (iv) return ground transportation between the hotel and the Event; (v) and \$200.00 CAD spending money. Approximate value: \$4,000 CAD based on sample Cranbrook departure. Actual value of Prize will depend on location of winner’s residence. Winner is not entitled to any monetary difference between the stated and actual value, if any.

Transportation: Winner and guest will travel as determined by Sponsor in accordance with the following. A winner who resides within 150 km of Vancouver will receive a gas card in an amount to be determined by Sponsor. A winner who resides beyond 150 km but within 300 km of Vancouver may receive a gas card in an amount to be determined by Sponsor OR two (2) round-trip economy class bus tickets departing from the station closest to the winner’s residence, as determined by Sponsor. A winner who resides more than 300 km from Vancouver may receive two (2) round-trip economy class bus tickets departing from the station closest to the winner’s residence OR two (2) round-trip economy class airline or train tickets from the major airport or train station closest to the Winner’s residence as determined by Sponsor. The type of transportation, the amount thereof, the dates therefore to be awarded to any given winner will be determined by Sponsor in its sole discretion.

Event may be subject to blackout dates, availability and other restrictions as determined by the prize suppliers in their sole discretion.

Winner and guest shall be responsible for any costs or expenses not specifically described above as included in the Prize, including but not limited to transportation to and from winner's residence to the designated station or airport, any additional ground transportation, taxes, travel and/or medical insurance, airport improvement fees, drinks, meals, and gratuities and all incidental and personal expenses. All travel arrangements, accommodation will be arranged by Sponsor in its sole discretion and be booked through Sponsor or its agent. Winner and guest, who travel by bus, train or air, must travel together on the same itinerary departing from the same designated point at the times and on dates chosen by Sponsor in its sole discretion, or the Prize will be forfeited. Winner and guest 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 Prize and/or Event. Once travel itinerary has been finalized between winner and Sponsor, no changes can be made unless approved by Sponsor. It is the sole responsibility of the winner and any guest who accompanies the winner to obtain all required travel documents including valid photo identification, passport or visa, if applicable. Winner and guest must be from any restrictions, namely legal, on their ability to travel or otherwise participate in the Event and/or Prize. Winner's guest must be 19 years of age or older to participate in the Prize. Winners who decide to attend without a guest will not be entitled to the monetary difference for the value of one less guest.

Prizes are not transferable 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. Sponsor 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 winner.

Limit: One (1) one prize per household.

4. **DRAWING:** On or around April 2, 2012, five random drawings will be conducted: three random drawings (i.e. one per province) from the total entries received within each province respectively; and two random drawings from the total entries received for all three provinces together. The selected entrants will be notified by telephone. Before being declared a winner, a selected entrant must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered by phone. If a selected entrant: (i) cannot be contacted and the skill-testing question administered within three (3) business days; (ii) fails to answer, or incorrectly answers, the skill-testing

question; or (iii) fails to execute and return to Sponsor the Declaration and Release of Liability forms for the selected entrant and his/her guest within the time period indicated on such forms; the Prize will be forfeited and may be awarded to an alternate entrant. The odds of winning three of the Prizes will depend on the total number of eligible entries received for each province respectively, and the odds of winning the other two Prizes will depend on the total number of eligible entries received for all three provinces put together.

5. **RELEASES, ETC.:** Before being declared a winner, a selected entrant will be required to sign a Declaration and Release of Liability form, releasing the Sponsor Molson Canada 2005, 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 or the Prize. 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 the 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, or otherwise from participation in this Contest. Declaration and Release documents must be returned within the time period indicated in the documents or the Prize will be forfeited. Winner's guest must also sign and return a Declaration and Release of Liability form prior to travel and/or participating in the Prize. The name of guest cannot be changed once the Declaration and Release of Liability form has been received by Sponsor or its agent.

6. **LIMITATIONS OF LIABILITY:** Without limiting the release provided in paragraph 5 above, and for greater certainty, the Releasees will not be liable for: a) any incomplete or inaccurate information, whether caused by entrants 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 processing of entries; b) the theft, destruction or unauthorized access to, or alteration of, entries or the receipt and collection thereof; 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 email or text messages to be received by or from Sponsor for any reason including but not limited to the traffic congestion on the Internet at any website or any other mode of electronic transmission, or a combination thereof; e) damage to a participant's or other person's system or device occasioned by participation or downloading of materials in this Contest; and f) any typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, the Official Contest Rules, the selection and announcement of winner(s), or the distribution of any Prize(s).

7. **ERRORS, ETC.:** Any 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.
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. 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.
9. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate or amend this Contest, in whole or in part, at any time and without prior notice except to the BC Liquor Distribution Branch, if any factor interferes with its proper conduct as contemplated by these Official Contest Rules. Any termination will be subject, in B.C., to the approval of the B.C. Liquor Distribution Branch. Without limiting the generality of the foregoing, Sponsor further reserves the right to terminate this Contest, in whole or in part, should any error, including in seeding, or any other event or error result in more than the stated number of Prizes of any category being awarded. In such event, the Prize(s) not yet awarded may be awarded in a random drawing amongst all eligible entries received. In any such drawing, the selected entrant must correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise (which will be administered by phone), and execute any documents as may be required before being declared a winner.
10. **MISCELLANEOUS:** Entrants who have not complied with these Official Contest Rules are subject to disqualification from this Contest and any future contest or other promotion conducted by Sponsor. All decisions of the Sponsor, or any contest judging organization as designated by it, are final and binding in all matters relating to this Contest, and by entering this Contest, all entrants agree to be bound by these Official Contest Rules. Sponsor and other Releasees will not be responsible for illegible, incomplete, lost, postage-due, misdirected or late Entries, or Entries affected by mobile phone failures, text messaging errors, failures, which Entries 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. Contest is subject to all applicable federal and provincial laws and municipal regulations. In the event of a dispute regarding who submitted a text entry, the text entry will be deemed submitted by the authorized account holder of the wireless cell phone number from which the text

entry was submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned a wireless cell phone number by a wireless cell phone service provider or other organization that is responsible for assigning wireless cell phone numbers. A selected entrant may be required to provide Sponsor with proof that he/she is the authorized account holder of the wireless cell phone number associated with the selected entry.

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 acting in violation of these Official Contest Rules, to be tampering with the entry process or the operation of the Contest or any of its technical or mechanical elements; 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 OTHER EQUIPMENT OR TECHNOLOGY USED AS PART OF THIS CONTEST OR 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.

10. **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.