

COORS LIVE SUMMER MUSIC GAMES
(the “Contest”)

OFFICIAL CONTEST RULES

1. **CONTEST PERIOD AND ORGANIZER.** Coors Live (the “Contest”) is organized and sponsored by Molson Canada 2005 (the “Sponsor” and the “Organizer”). The Contest begins on May 5, 2025 at 12:01 a.m. Eastern Time (“ET”) and ends at 11:59:59 p.m. Eastern Time (“ET”) on September 14, 2025 (“Contest Close Date” or “Entry Deadline”) (together, the “Contest Period”). The clock used by the Sponsor will be the official clock to determine the date and time of receipt of an entry (as such term is defined below).
2. **ELIGIBILITY.** To be eligible to enter, you must be: (i) 19 years of age or older; and (ii) a resident of Canada. You are not eligible to enter or win, if you are: a) an employee, representative or agent 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; 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.
3. **AGREEMENT TO BE LEGALLY BOUND.** By entering this Contest, each entrant agrees to be bound by (i) these Rules; and (ii) all decisions of the Sponsor/Organizer, which are final in all respects.
4. **COORS LIVE WEBSITE.** To enter the Contest and be eligible to win a Prize (as such term is defined below), each entrant must: (i) go to coors.live; and (ii) have or create an account. To create an account, visit the Coors Live website at www.coors.live (the “Website”) and complete all the required information, namely, by providing your name, date of birth, email address, telephone number and postal code. All fields on the entry form must be completed unless they are otherwise indicated as optional. It is free of charge to create and obtain an account.
5. **HOW TO PLAY.** During the Contest Period, you can play the Coors Live daily game (the “Game”) by visiting www.coors.live and entering your mobile phone number. Once you have completed the game, you will automatically be entered into the contest. Limit: one (1) participation per person/mobile phone number per game and per day, and seven (7) participations per person/mobile phone number per week. For greater certainty and to avoid any doubt, you may only use one (1) mobile phone number to participate in the Contest.

Any attempt by an entrant to obtain more than the specified number of Entries, by using multiple or different phone numbers, identities, or any other method will result in the cancellation of that entrant's Entries, and that entrant may be disqualified at the Sponsor's/Organizer's sole discretion. Use of any automated system (including, but not limited to, Entries submitted by means of robots, scripts, macro commands or other automated service) to enter the Contest is prohibited and will result in the entrant's disqualification.

6. **PRIZES.** The following Prizes are available to be won:

The following prizes (each a "**Prize**") are available to be won during the Contest Period :

Prize	Approximate Retail Value in CAD	Quantity	Total
Spotify Premium Annual Subscription	\$150	40	\$6,000.00
Ray-Ban Sunglasses	\$200	14	\$2800.00
Sony Noise cancelling Headphones	\$250	72	\$18,000.00
Total			\$26,800.00

Odds of winning a Prize depend on the number of eligible entries received leading up to the Prize Draw (as such term is defined below). Prizes will be awarded based on table below. Winners may not request a specific Prize. The number of Prizes available to be won will diminish as Prizes are claimed throughout the Contest.

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 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, 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. 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.

7. **SELECTION AND NOTIFICATION.** For the purposes of this Contest, a "**Day**" shall mean a calendar day that begins at 12:00:00 a.m. ET and ends at 11:59:59 p.m. ET and a "**Week**" shall begin on Monday at 12:00:00 a.m. ET and end on Sunday at 11:59:59 p.m. ET. The Prize Draws will be initiated by a Contest administrator (human) and processed

by an algorithm (computer program) that simulates a random draw (a “**Random Draw**”). Any attempt to manipulate or tamper with the winner selection system or the database of Entries will result in disqualification and possible criminal prosecution.

Each week during the Contest Period, 14 entries will be randomly drawn from among all eligible entries received leading up to that Week according to the below schedule:

Day	Date	Prize	Value	Quantity
Monday	26-May	Sony Headphones	\$250.00	14
Monday	09-Jun	Sony Headphones	\$250.00	14
Monday	23-Jun	Sony Headphones	\$250.00	14
Monday	07-Jul	Sony Headphones	\$250.00	8
Monday	07-Jul	Spotify Premium Subscriptions	\$150.00	6
Monday	21-Jul	Spotify Premium Subscriptions	\$150.00	14
Monday	04-Aug	Spotify Premium Subscriptions	\$150.00	14
Monday	18-Aug	Spotify Premium Subscriptions	\$150.00	6
Monday	18-Aug	Sony Headphones	\$250.00	8
Monday	01-Sep	Ray-Ban Sunglasses	\$200.00	14
Monday	15-Sep	Sony Headphones	\$250.00	14

Limit: one (1) Prize per entrant and household for the Contest Period. Unselected Entries for a particular Week will roll over into subsequent Prize Draws.

8. **PRIZE AWARDING CONDITIONS.** To be declared a winner and be awarded a Prize, the selected entrant must: (i) respond to the selection notification within the time period described above; (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question administered at a mutually agreed upon time; and (iii) otherwise comply with these Rules. As a condition of being declared a winner, the selected entrant may also be required to do any or all of the following: (i) supply proof of age consisting of a legible photocopy of either a provincially issued driver’s license or other government-issued identification; (ii) supply proof of address consisting of a legible photocopy of either a provincially issued driver’s license or other government issued identification, (iii) supply proof that they are the Authorized Email Account Holder associated with the selected email address, and (iv) sign and return the Organizer’s Declaration and Release Form (the “**Release Form**”). The Release Form (among other things): (i) confirms compliance with these Rules and acceptance of the applicable Prize as awarded without substitution; (ii) releases the Organizer/Sponsor, and each of its respective affiliated and related companies, the prize suppliers, advertising and promotional agencies and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns from any liability in connection with this Contest, the selected entrant’s participation therein

and/or the awarding and use/misuse of the Prize or any portion thereof; and (iii) confirms that the winner 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 the Organizer in any manner whatsoever, including print, broadcast or the Internet. Grand Prize winner's guest must also sign and return a Release form. The Release Form must be received by the Sponsor within the time period indicated on the Release Forms. Sponsor and its agents assume no responsibility for lost, stolen, delayed, illegible, damaged, misdirected, late, or otherwise void Release Forms.

Declining the Prize, failing to correctly answer the mathematical skill-testing question, failing to return the properly executed Release Form within the time period indicated on the Release Form or otherwise failing to comply with these Rules will cause the Prize to be forfeited and Sponsor reserves the right if time permitting to select an alternate eligible entrant in accordance with the process for the applicable Prize, as described above.

In most cases, Prizes will be delivered to winners at the address submitted in the Release Form within four (4) to six (6) weeks of receiving their correctly completed documentation. Sponsor is not responsible for contacting or forwarding Prizes to winners who leave unclear or incomplete information or for Prizes lost, misdirected, delayed or destroyed while in transit.

9. **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.
10. **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 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 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.

11. **ERRORS, ETC.** Any PINs, packaging 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.
12. **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 except to the BC Liquor Distribution Branch and the Régie des alcools, des courses et des jeux if any factor interferes with its proper conduct as contemplated by these Official Contest Rules. Any such action will be subject, in B.C., to the approval of the B.C. Liquor Distribution Branch and in Quebec, to the approval of the Régie des alcools, des courses et des jeux. Without limiting the generality of the foregoing, Sponsor further reserves the right to terminate this Contest, in whole or in part, should any error in production, distribution, seeding, printing or any other event or error result in more than the stated number of Prizes of any category being claimed or in the event that a winner does not claim his/her Prize within the required time as described in these Official Contest Rules.
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 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 RESERVE 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.

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 regards to any matter relating to this Contest. In Ontario, “Provincial Liquor Authorities” refers to the Liquor Control Board of Ontario and the Alcohol and Gaming Commission of Ontario.
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.