

**OFFICIAL CONTEST RULES**  
**Coors Light 'Win a prize every day of Summer' Music Contest**

**OFFICIAL CONTEST RULES**

1. **ELIGIBILITY.** To be eligible to enter, you must be: (i) a resident of Canada (ii) of the legal drinking age in the province/territory in which you reside. You are not eligible to enter or win, if you are: a) an employee, representative or agent of Molson Canada 2005 the "Sponsors", any of their respective 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.
2. **HOW TO FIND A PIN CODE.** Randomly assigned pin numbers (each a, "PIN") will be imprinted inside specially marked cases of Coors Light, 6x473 mL & 30x355mL can packs distributed in Ontario ("ON"), 12x355 mL & 30x355mL can packs distributed in Quebec ("QC"), 8x355mL & 24x355 mL can packs distributed in British Columbia ("BC"), Alberta ("AB"), Saskatchewan ("SK"), Manitoba ("MB") and New Brunswick ("NB"), 8x355mL & 36x355 mL can packs distributed in Nova Scotia ("NS") and Prince Edward Island ("PEI"), 8x355 mL can packs distributed in Newfoundland and Labrador ("NL") ; and to those requesting PINs without product purchase (no purchase necessary) by mail see Rule 3 below while supplies last.
3. **NO PURCHASE NECESSARY.** To obtain a PIN without product purchase while supplies last, email an essay (100 word minimum) on the topic of "Where do you like to listen to music?" (the "Essay") along with your name, date of birth and email address and email to: Coors Light Summer Music Contest, info@coors.live. Upon receipt of the Essay, a PIN will be sent directly to the email address provided by the Essay writer. Each request must be submitted by the entrant him/herself. Only original, legible essays will be accepted, no duplicates or mechanical reproductions. Limit: one (1) PIN per essay request. For timely processing and review, requests must be received no later than 12:00 pm (ET) on August 30th, 2025.
4. **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.
5. **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 [www.coors.live](http://www.coors.live) and (ii) have or create an account.  
  
To create an account, visit the Coors Live website at [www.coors.live](http://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.
6. **HOW TO ENTER.** Contest begins on or around May 5<sup>th</sup>, 2025 and all entries must be submitted and received by 11:59 pm EST on September 21<sup>st</sup> 2025. To enter, visit [www.coors.live](http://www.coors.live) and follow the on-screen instructions to complete the online PIN entry form in full and submit the entry. All fields on the entry form must be completed unless they are otherwise indicated as optional. Limit: one (1) entry per person/email address per day. The Releasees (as defined below) will not be responsible for illegible, incomplete, lost, misdirected, technical failures or late PIN entries, 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 PIN entries 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 PIN entries voided. Your PIN entry will be rejected if the entry form is not fully completed with all required information and submitted and received by the Entry 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 PIN entries 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.

7. **PRIZES.** There are ninety-four (94) prizes available to be won. Sixty-five (65) national prizes (20 exclusive music experiences (trip for winner and guest) approx. value between \$5000-\$6000 cad depending on location, and 45 music prizes approx. value between \$150-\$2500 cad depending on prize). The Osheaga VIP experience must be claimed by July 23, 2025, and all other exclusive music experiences must be claimed by August 8, 2025 (“prize claim deadlines”). Music prizes must be claimed by October 12, 2025, (“prize claim deadlines”). Twenty-nine (29) regionally allocated prizes consisting of: Québec - 15 music festival passes, Ontario – 10 music festival passes, Atlantic Region – 2 music festival passes, BC/Alberta – 2 music festival passes, approx. value between \$500-\$1000 cad (depending on prize and location). Regionally allocated prizes must be claimed between July 1st - October 12th, 2025, (“prize claim deadlines”).

**National Prizes.** The following prizes are available to be won during the Contest Period (as such term is defined below) in accordance with section 7(1) below:

<b>National Prizes</b>	<b>Approximate Value in CAD</b>	<b>Quantity</b>
Osheaga VIP Experience for Two	\$5000-6000	5
Bluesfest VIP Experience for Two	\$5000-5500	2
VIP Concert Experience for Two in Toronto	\$5000-5500	7
VIP Concert Experience for Two in Montreal	\$5000-5500	3
VIP Concert Experience for Two in Edmonton	\$5000-5500	3
Spotify One Year Premium Subscription	\$150	15
Sony Noise Cancelling Headphones	\$250	25
Sony wireless surround sound home theatre system	\$2500	5
<b>Total National Prizes</b>		65

**VIP EXPERIENCES:**

The Osheaga VIP Experience for Two consists of (i) two (2) round trip economy flights to Montreal, Quebec, (ii) three (3) nights double-occupancy hotel accommodation, (iii) two (2) general admission weekend passes to Osheaga Music Festival July 29-31, (iv) Coors Light VIP Stage access, (v) Coors Light merchandise, (vi) prepaid gift card for food and beverage. Each prize worth approx. \$5000-6000 CAD depending on location.

The Bluesfest VIP Experience for Two consists of (i) two (2) round trip economy flights to Ottawa, Ontario, (ii) three (3) nights double-occupancy hotel accommodation, (iii) two (2) general admission passes to Ottawa Bluesfest Music Festival July 18 -19, (iv) Coors Light VIP Stage access, (v) Coors Light merchandise, (vi) prepaid gift card for food and beverage, (vii) two (2) passes to a local spa. Each prize worth approx. \$5000-5500 CAD depending on location.

VIP Concert Experience for Two consists of (i) two (2) round trip economy flights to Toronto, Ontario, Montreal, Quebec or Edmonton, Alberta (ii) two (2) nights double-occupancy hotel accommodation, (iii) two (2) lower level tickets to a concert (iv) Coors Light merchandise, (vi) prepaid gift card for food and beverage, (vii) two (2) passes to a local activity in the destination city. Each prize worth approx. \$5000-5500 CAD depending on location.

Odds of winning a National Daily Prize depend on the number of eligible entries received leading up to the daily draw day (as such term is defined below). Daily prizes will be awarded based on the Sponsors discretion; Winners may not request a specific Prize. The number of National daily prizes available to be won will diminish as Prizes are claimed throughout the Contest.

**Regional Prizes.** The following prizes are available to be won during the Contest Period (as such term is defined below) in accordance with section 7(1) below:

<b>Regional Prizes</b>	<b>Approximate Value in CAD</b>	<b>Quantity</b>
<b>Quebec Entrants (Postal Codes Starting with G, H and J)</b>		
2 x FEQ Festival General Admission Passes	\$330	5
2 x Osheaga Festival General Admission Passes	\$800	10
<b>Ontario Entrants (Postal Codes Starting with K, L, M, N, and P)</b>		
2 x Bluesfest Festival General Admission Passes	\$600	5
2 x Rock the Park Festival General Admission Passes	\$500	5
<b>Nova Scotia, New Brunswick, PEI and Newfoundland Entrants (Postal Codes starting with A, B, C, and E)</b>		
2 x Magnetic World Festival General Admission Passes	\$1000	2
<b>British Colombia, Alberta Entrants (Postal codes starting with V and T)</b>		
2 x Altitudes Festival General Admission Passes	\$1000	2
<b>Total Regional Prizes</b>		29

Odds of winning a Regional Daily Prize depend on the number of eligible entries received leading up to the daily draw day (as such term is defined below). Daily prizes will be awarded based on the Sponsors discretion; Winners may not request a specific Prize. The number of Regional daily prizes available to be won will diminish as Prizes are claimed throughout the Contest.

Prizes are 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 their 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: 1 Prize per household.

8. **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. There will be one prize drawn June 20, 2025, until September 21, 2025 ("**Contest Period**"). The Daily 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 day during the Contest Period, one (1) entry will be randomly drawn from among all eligible entries received.  
Sponsor or its designated representative will make up to two (two) attempts to contact the selected entrants by text message to the phone number submitted at the time of entry within three (3) business days following the Prize Draw. If the selected entrant: (i) cannot be contacted within three (2) attempts or three (3) business days of being selected (whichever occurs first); or (ii) there is a return of any notification as undeliverable, then the selected entrant will be disqualified and an alternate entrant will be randomly selected from among the remaining eligible Entries received. If time permits, the process noted above will be repeated up to three (3) times, until a selected entrant has been contacted and the Prize has been awarded or there are no eligible entries remaining.
9. **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 six (6) to eight (8) 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.

10. **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 Sponsors, 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 Sponsors 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.
11. **LIMITATION OF LIABILITY AND DISCLAIMER.** By entering the Contest, entrants agree to release and hold harmless the Organizer/the Sponsor, and its subsidiaries or related companies, advertising agencies, licensees, franchisees, partners, retailers, distributors and all other Contest-related parties and their respective officers, directors, shareholders, employees, agents, representatives, successors and assigns (collectively, the "**Released Parties**"), against any claim, cause of action, or liability, including, but not limited to, any injury or death, or any damage or loss to property, arising from entering the Contest or misuse of a Prize. Without limiting the generality of the foregoing, the Released Parties shall not be liable for: (1) any incomplete or inaccurate information attributable to entrants or to any error related to the programming of the Contest; (2) any technical failures of any kind whatsoever, including but not limited to hardware or software errors; faulty computers; any failures, inaccessibility to the Contest website, in whole or in part, for any reason whatsoever; service interruptions or disconnections of Internet networks or telephone lines; garbled, inconsistent or erroneous data transmissions; failure of any online transmission to be sent or received; (3) unauthorized human intervention at any stage of the Contest registration or entry process; (4) any technical or human error that may occur while running the Contest or processing entries; or (5) any damage or injury suffered by persons, or any property damage resulting from entering the Contest or from the acceptance, use, implementation or misuse of a

Prize. If, for any reason, an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, then the entrant's sole remedy is to seek another entry in the Contest, where possible.

12. **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. To learn more about the Sponsor's practices regarding the management of personal information, please consult the Sponsor's privacy policy at: <https://www.molsoncoors.com/privacy-policy>.
13. **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.
14. **RIGHT TO MODIFY, CANCEL, SUSPEND, TERMINATE.** Sponsor and its authorized representatives reserve the right, at their sole discretion, and without notice, to cancel, suspend or modify the Contest, in whole or in part, or the entrants' eligibility for any reason whatsoever, including, but not limited to, printing errors, administrative errors, viruses, bugs, unauthorized human intervention, tampering, fraud, equipment failure, security breach or other causes that corrupt or affect the administration, security, fairness or proper conduct of the Contest.  
  
In the event of the postponement or cancellation of the regular season or one or more Matches, the Sponsor and its authorized representatives reserve the right, at their sole discretion, to cancel, suspend or modify the Contest, in whole or in part.
15. **GENERAL CONDITIONS.** All decisions of the Sponsor, or any contest judging organization as designated by them, 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 PIN entries which will be void. Any use of automated devices is prohibited. All PIN 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 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.

- 16. 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.