

OFFICIAL CONTEST RULES – Deerfoot Inn & Casino Ultimate Hockey Road Trip**[Deerfoot Inn and Casino Ultimate Canadian Road Trip]
(the “Contest”)****OFFICIAL CONTEST RULES**

1. **ELIGIBILITY:** To be eligible to enter, you must be a resident of Canada and of the legal drinking age in the province/territory in which you reside in. You are not eligible to enter or win if you are: a) an employee, representative or agent of Molson Canada 2005, Deerfoot Inn & Casino Inc, Willow Park Wines & Spirits, Bell Media Group, Free Daily News Group Inc, Corby Spirit and Wine Ltd, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC, the National Hockey League (“NHL”), or any of their member clubs (the foregoing NHL entities, collectively, the “NHL Entities”), or any of their respective affiliates and related companies, advertising or promotional agencies, the contest judging organization, any participating locations 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 ENTER: NO PURCHASE NECESSARY.** Beginning on or around January 14th, 2019, look for ballots while supplies last at participating locations such as Deerfoot Inn and Casino and Willow Park Wines & Spirits in Calgary AB (excluding Quebec)]. Limit: 10 Card[s] per person per day. **PASSES:** To enter for Passes, clearly and legibly hand-print all required information on the ballot, sign it where indicated and deposit it in the ballot box at the participating location where the ballot was obtained. Ballots must be completed and submitted by the entrant him/herself. Only original, hand-printed Ballot will be eligible; no photocopies or other reproductions. All ballots must be deposited by the close of business (defined as during normal business hours at the participating location, unless otherwise stated) at the participating location on February 15th, 2019 (the “Entry Deadline and “Contest Closing Date”).

3. **PASSES TO GRAND PRIZE DRAW ALLOCATION:**

Group	Passes Allocated
<i>Bell Media Group</i>	400
<i>Willow Park Wines</i>	100
<i>Free Daily News Group Inc</i>	100
<i>Deerfoot Inn & Casino</i>	100
TOTAL:	700

4. **GRAND PRIZE:** The Grand Prize to be won and their approximate retail value are set out below:

Grand Prize	No. Avail. To Be Won*	Approx. Retail Value (each)
<i>Ultimate Hockey Road Trip</i>	Winner + 1 Guest	
<i>Flights</i>		\$2,500
<i>Game Tickets</i>		\$3,500
<i>Hotels</i>		\$2,300
<i>Spending Cash \$500</i>		\$500

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, at 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(s) 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, 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. Prizes will only be released to the verified winner.

Resale of NHL® game/event tickets is prohibited. Winner and winner's travel companion must abide by all venue policies and game/event ticket terms and conditions. Sponsor reserves the right to revoke the full or partial Prize from any winner or winner's travel companion who it or venue personnel deem may, in its sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, or may bring Sponsors or Deerfoot Inn & Casino Inc into disrepute.

5. **GRAND PRIZE DRAWINGS:** On or about February 15th, 2019 a random drawing will be conducted from the total entrants attending the grand prize draw at Deerfoot Inn & Casino. All Sponsors designated agents will attempt to notify the selected entrants by phone *or* email using the information provided at the time of entry. To be declared a winner, a selected entrant must be present at the grand prize draw on February 23^h, 2019 before event registration closes at 8:00 PM MST. If a selected entrant: (i) cannot be contacted within 6 business days of the first attempted notification; (ii) fails to correctly answer, or incorrectly answers, the skill-testing question; (iii) fails to execute and return to Sponsors any required Declaration and Release of Liability forms within the time period indicated on such forms (as applicable); or (iii) fails to execute and return to Sponsor[s] the Declaration and Release of Liability forms for the selected entrant and his/her guest[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 Sponsors have the right but not the obligation, in their sole discretion and time permitting, to select an alternate eligible entrant. The odds of winning will depend on the total number of eligible entries received at each participating location.

6. **RELEASES, ETC.:** Before being declared a winner of a Prize, a selected entrant will 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, Deerfoot Inn & Casino Inc, and each of their respective advertising and promotional agencies, any contest judging organization, Bell Media Group, Free Daily News Group Inc, Corby Spirit and Wine Ltd, Willow Park Wines & Spirits, 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 or the Prize; 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 or the Deerfoot Inn & Casino Inc 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 and/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 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 Sponsors or their agent.
7. **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, which may occur in the capturing and/or processing of winning Cards and/or entries; b) the theft, loss, destruction or unauthorized access to, or alteration of, entries; c) any failure of any winning Card and/or entry to be captured or recorded for any reason; or d) 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 e) any combination of the above.

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 including, but not limited to, for the purpose of receiving one or more messages, whether electronic or not, from the Sponsor or their 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 Sponsors by virtue of entering the Contest. By accepting any 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 Sponsors or others in relation to the collection, use and/or disclosure of their personal information.
9. **ERRORS, ETC.:** Any Cards, or other materials used in this Contest that have been tampered with, mutilated, altered, forged, reproduced, not legitimately obtained, are illegible or which contain or reflect printing, production or other errors will be void.
10. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsors reserve the right to terminate, suspend or amend this Contest at any time and without prior notice if any factor interferes with its proper conduct as contemplated by these Official Contest Rules. Without limiting the generality of the foregoing, Sponsors reserve the right to terminate this Contest should any error in production, distribution, printing or any other event or error result in more than the stated number of prizes of any category being claimed. In such event, the Prizes not yet awarded may be awarded in a random drawing amongst all eligible claimants who have not yet received a Prize. 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 mail or phone), and execute any documents as may be required before being declared a winner.
11. **MISCELLANEOUS:** Claimants and/or 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 Sponsors. All decisions of Sponsors, or any contest judging organization designated by Sponsors, are final and binding without right of appeal in all matters relating to this Contest. The Releasees will not be responsible for illegible, incomplete, mutilated, damaged, forged, falsified, lost, misdirected or late Cards, entries or late Prize claims, all of which will be void. All winning Cards and/or entries become the property of Sponsors and will not be acknowledged or returned. No correspondence will be entered into except with eligible claimants and/or selected entrants (or any other entrant(s) as deemed necessary by

the Sponsors). Contest is subject to all applicable federal, provincial and municipal laws.

Sponsors reserve the right at their sole discretion to disqualify, from this Contest and any future Contest or other promotion conducted by Sponsors, any individual that they find or believe to be not in compliance with these Official Contest Rules; to be tampering with the Prize claim and/or entry process or the operation of the Contest; 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 UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS 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 Sponsors reserve 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 claimant, entrant, winning Card and/or entry with these Official Contest Rules, or as a result of any other problems, or in light of any other circumstances which, in the opinion of the Sponsors, 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.

12. **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.
13. **[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 board only for the purpose of helping the parties reach a settlement.]
14. **DEERFOOT INN & CASINO ENTITIES PRIZE SUPPLIER:** Entrants in this Contest acknowledge that Deerfoot Inn & Casino Entities' only involvement with this Contest is as a Prize supplier, and by entering, release the Deerfoot Inn & Casino from all liability with respect to the administration of the Contest, including, without limitation, the delivery, non-delivery, acceptance, use and/or misuse of Prize(s) or parts of any Prize. The information you provide will only be used by Sponsors for the purposes of the administration and fulfilment of this Contest.