



Canad Inns Corporate Office

Canad Centre - 3rd Floor
930 Jefferson Avenue
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TAVERN UNITED TRIP TO IRELAND (the "Contest") OFFICIAL RULES

This Contest is intended for participation in Manitoba only. You must be a Manitoba resident, at least 18 years of age, and hold a valid passport to qualify for the Prize. Other conditions apply as set out below. No Purchase Necessary. Void where prohibited.

The Official Rules of the Contest (the "Rules") are as follows:

1. SPONSOR AND PARTICIPATING LOCATIONS: The sponsor of the Contest is Canad Corporation of Manitoba Ltd. (the "**Contest Sponsor**") o/a as Tavern United. In these Rules, the term "**Participating Tavern United**" means the eight Tavern United Locations in Manitoba, the respective locations of which are set out in Schedule "A" hereto and, for greater certainty, excludes the Tavern United location in Grand Forks, ND.

2. CONTEST PERIOD: The Contest begins on March 7, 2019 at 9:00am (CT) and ends on April 2, 2019 at 10:00pm CT (the "**Contest Period**"), with the Grand Finale Event (as defined below) and the draw for the Grand Prize, occurring on April 2, 2019, or such later date as may be determined in accordance with these Rules.

3. ELIGIBLE PARTICIPANTS: To be eligible to win the Grand Prize, a participant must be a legal resident of Manitoba, be at least eighteen (18) years of age and hold a valid passport. Employees or representatives of: (i) the Sponsor, (ii) any affiliate of the Sponsor, (iii) any advertising or promotional agency involved in the distribution of Grand Finale Invitations (as hereinafter defined); (iv) the supplier(s) of the Grand Prize, and members of the immediate families of (defined as parents, siblings, children or spouse, regardless of where they live), or persons domiciled with (whether related or not), any of such employees or representatives are not eligible to win.

4. CONTEST DESCRIPTION / PROCESS: Every during during the Contest Period, each purchase of a Murphy's Irish Stout at a Participating Tavern United entitles the purchaser to receive one or more ballots as follows: (i) 1 ballot for each Pint or Super Pint of Murphy's Irish Stout product; and (ii) 4 ballots for each pitcher of Murphy's Irish Stout product. Ballots are to be completed by the Purchaser and entered into the ballot box at





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the Participating Tavern United. Mail-in entries will also be received during the Contest Period in accordance with Section 5 of these Rules. Ballots will not be issued at Participating Tavern United locations other than during the Contest Period.

Each Tavern United Location in Winnipeg will be conducting fifty (50) main draws from the ballots collected throughout the contest period and awarding an initiation to the Grand Finale event.

Subject to the following paragraph, each of the selected entrants from the Main Draws shall be granted an invitation (a "**Grand Finale Invitation**") to attend the Grand Finale Event, as described below, and a chance to win the Grand Prize at such event. A Grand Finale Invitation may be printed or paperless, and may consist simply of having the name of the winner thereof added to an entry list for the Grand Finale Event.

In order to be granted a Grand Finale Invitation, participants whose ballot is drawn in a Main Draw may be required to provide proof of age and Province of residence and to sign a declaration that he/she is otherwise eligible in accordance with Section 3 of these Rules. Participants whose ballot is drawn in a Main Draw shall be contacted by telephone only at the number indicated on his/her ballot. If a selected participant cannot be reached before 6pm on January 28, 2019, after 2 attempts to call (during such 2 days), or if the selected participant is unable to provide proof of eligibility (if requested), the Contest Sponsor reserves the right to disqualify such entrant and to draw an alternate ballot from all those ballots entered for the Main Draw at the Participating Tavern United from which such disqualified ballot was drawn, and to award the Grand Finale Invitation to such other selected participant, subject to the same conditions as above set out. Any drawn ballot which is illegible (in the discretion of the Contest Sponsor's representative conducting the applicable Main Draw) shall be disqualified and a replacement ballot drawn in its place.

There will be a total of 300 Grand Finale Invitations to be awarded in the Main Draws (50 at each of the 6 Participating Tavern United locations in Winnipeg + 1 at the Brandon Participating Tavern United location + 1 at the Portage La Prairie Participating Tavern United location). In addition, there will be a further 250 additional Grand Finale Invitations which the Sponsor will provide to its media promoters (consisting of local print, radio and/or television media) for distribution to the public during the Contest Period by





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way of giveaways and/or “on air” or online prizes for various radio or other no purchase necessary contests run by such media outlets, in their discretion.

All eligible entrants having won a Grand Finale Invitation in a Main Draw shall thereby be invited to attend (with a guest) a grand finale event to be held on Tuesday, April 2, 2019, beginning at 5:00pm and ending at approximately 10:00pm CT (the “**Grand Finale Event**”) at the Windsor Park Participating Tavern United at 1034 Elizabeth Road Winnipeg Manitoba. The date, time and location of the Grand Finale Event may be changed at the discretion of the Contest Sponsor.

Each recipient of a Grand Finale Invitation (including the recipients of the 250 Grand Finale Invitations to be distributed by the media promoters) who is present at the Grand Finale Event (but not their guest) shall be entered into a draw for the Grand Prize. Starting from 5:00 pm at the Grand Finale Event, ten (10) random draws of one entry each (the “**Semi-Final Draws**”) will be conducted from all entries of attending holders of Grand Finale Invitations. **A holder of a Grand Finale Invitation must be present at the Grand Finale Event when the Semi-Final Draws are conducted in order to be eligible to win the Grand Prize.** The ten (10) entrants selected in the Semi-Final Draws (the “**Finalists**”) will then participate in a “draw-down” whereby they will each be allocated a number from one to ten, and ten ballots bearing the numbers one to ten, respectively, shall be placed in a draw jar. A representative of the Sponsor and/or of one of more of the Sponsor’s media promoters shall draw one ballot at a time and, for each number drawn, the Finalist to whom such number was allocated will be eliminated. After nine of such random draws, the one Finalist remaining shall, subject to section 9 of these Rules, be declared the winner of the Grand Prize. If such last Finalist remaining fails to complete the requirements of section 9 of these rules, the next last remaining Finalist will be declared the winner, subject again to compliance the requirements of section 9, and so on and so forth until a Grand Prize winner is declared.

5. NO PURCHASE NECESSARY ENTRIES. No purchase is necessary to enter the Contest.

In order to participate in the Contest without making a purchase, mail a typed or hand-written ballot measuring approximately 2.5” x 2.5” containing your name, address, telephone number and email address, together with a reasonable hand drawn facsimile (not photocopied or otherwise reproduced) of a bud light beer label to: “*Tavern United Trip*





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to Ireland Contest" c/o 2nd floor, 930 Jefferson Avenue, Winnipeg, MB, R2P 1W1. All compliant mail-in entries received will be entered into one of the Main Draws, subject to a maximum of one (1) mail-in ballot per person per week (Sunday to Saturday) during the Contest Period. All mail-in entries received during the Contest Period shall be divided and allocated equally (as closely as possible) among the six Participating Tavern United locations in Winnipeg, with approximately 1/6 of all such entries being entered into the Main Draw at each of such respective Winnipeg locations.

Contest Sponsor is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete entries. Proof of mailing does not constitute proof of delivery. Contest Sponsor reserves the right to determine, in its sole discretion, whether a mail-in entry is compliant or not (including as to the reasonableness of the hand drawn facsimile of a bud light beer label).

6. **REGIONAL DISTRIBUTION.** Of the 300 Grand Finale Invites available to be won in this Contest during the Contest Period, 1 may be allocated to and available to be won by participants having entered at the Brandon Participating Tavern United; 1 may be allocated to and available to be won by participants having entered at the Portage La Prairie Participating Tavern United; and 50 shall be allocated to and available to be won by participants having entered at each of the respective six Participating Tavern United locations in Winnipeg. There is only one Grand Prize to be awarded.

7. **PRIZE:** There is one prize package available to be won, consisting of a Trip for two to Dublin, Ireland (the "**Grand Prize**") provided by Molson Coors Canada. Molson Coors Canada is the prize supplier and does not offer or administer the contest and has no liability or responsibility whatsoever associated. The Grand Prize consists of:

- Round trip Airfare for 2 departing from Winnipeg Manitoba to Dublin, Ireland including ground transportation
- 4 Nights Hotel Accommodations for the duration of the trip
- \$500 spending money
- 2 tickets to a local sporting match (to be arranged at time of booking)





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The Grand Prize must be accepted as awarded and may not be substituted, transferred, exchanged or redeemed for cash or otherwise, except at the sole and absolute discretion of the Contest Sponsor, which reserves the right for any reason to award a substitute prize of equal or greater value, including without limitation a cash award.

8. ODDS OF WINNING: The odds of a winning a Grand Finale Invite in a Main Draw depends on the number of ballots entered during the Contest Period at the Participating Tavern United in which you have entered (or to which your mail-in ballot was allocated), as well as the number of mail-in entries received during the Contest Period. The odds of a Grand Finale Invite winner winning the Grand Prize are 1 in 550 (based on 300 Grand Finale Invitations to be awarded in this Contest and a further 250 to be given or awarded separately by the Contest Sponsor's media promoters throughout the Contest Period).

9. PRIZE CLAIM CONDITIONS: To be declared a winner of the Grand Prize, the selected entrant (last Finalist remaining in the "draw-down") must correctly answer, without assistance of any kind, whether mechanical, electronic or otherwise, a time-limited mathematical skill-testing question, must sign the Contest Sponsor's form of Declaration of Compliance and Prize Claim Release (the "**Release**"), and otherwise comply with these Rules. If a potential winner: (i) fails to correctly answer the mathematical skill-testing question; (ii) does not comply with these Rules; (iii) is not at least 18 years of age; (iv) does not hold a valid passport; (iv) fails to return the properly executed Release within one (1) business day; and/or (v) cannot accept the Grand Prize for any other reason; then he/she will be disqualified and will forfeit all right to the Grand Prize and the Grand Prize shall be awarded to a different Finalist in accordance with the process outlined in section 4 hereof. The Contest Sponsor will not be responsible for failed attempts to notify a potential winner. If a runner-up Finalist cannot be contacted within 2 business days, after 2 attempts, the Contest Sponsor reserves the right to declare the next runner-up Finalist the winner of the Grand Prize subject to his/her compliance with this Section 9.

10. ADDITIONAL CONDITIONS OF PARTICIPATION: By participating in this Contest, each entrant accepts and agrees to be bound by these Rules and by all decisions of the Contest Sponsor, which shall be final and binding on the entrant in all matters relating to this Contest including, without limitation, eligibility and/or disqualification. All ballots become the property of the Contest Sponsor and will not be acknowledged or returned. No





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responsibility or liability is assumed by the Contest Sponsor or any of its shareholders, employees, directors, officers, affiliates, representatives or agents (collectively, the “**Released Parties**”) for a potential entrant’s inability to enter the Contest for any reason whatsoever (including without limitation the Contest Sponsor’s or its employees’ discretion to not allow a potential entrant’s purchase of alcohol); for the inability of a Grand Finale Invite recipient to attend the Grand Finale Event; or for the inability of the winner of the Grand Prize to use the Grand Prize or any part thereof. By entering the Contest, you confirm your compliance with these Rules, and release the Released Parties from all claims, demands, loss, liability, damages or responsibility in any way arising in connection with your participation in this Contest.

Further, the Released Parties are not responsible for (and the Contest Sponsor reserves the right, in its sole discretion, to correct) typographical or other errors in the offer or administration of this Contest, including but not limited to, errors in advertising, the Contest Rules, the selection and announcement of winners, or the granting of the Grand Prize, for any reason.

11. PERSONAL INFORMATION AND PUBLICITY RIGHTS: The personal information of entrants collected by the Contest Sponsor in the course of this Contest will be used by the Contest Sponsor for the administration of the Contest and publicity of the Contest and/or of similar future contest by the Contest Sponsor and/or its media promoters. By participating in this Contest, you agree to the Contest Sponsor’s use of your name, picture, location of the Participating Tavern United at which you entered the Contest, and any statements made by you in connection with the Contest, in any advertising and publicity the Contest Sponsor may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice. If, on your ballot, you elect or request to be sent promotional materials from the Contest Sponsor, your personal information may also be used by the Contest Sponsor and its media and promotions partners to send promotional material to you from time to time.

12. CONTEST TAMPERING AND ERRORS. The Contest Sponsor reserves the right to seek remedies and damages, to the fullest extent permitted by law, including criminal prosecution, from any individual who does or attempts to deliberately damage or





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undermine the legitimate operation of the Contest, including but not limited to, the tampering with or theft of ballots. Participants engaging in any of the foregoing activities may be disqualified and will forfeit the Grand Prize, if won. The Contest Sponsor may, at its sole discretion and without liability, terminate the Contest in whole or in part, without notice, or modify or suspend the Contest at any time, if fraud, technical failures or any other errors or other causes beyond the control of the Contest Sponsor corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Rules.

13. GOVERNING LAWS. This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of an entrant or the Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Manitoba without regard to Manitoba conflicts of law principles. All entrants consent to the jurisdiction and venue of the Province of Manitoba. The Contest Sponsor's failure to enforce any term of these Contest Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision of the Rules is determined to be invalid or otherwise unenforceable, then the Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

14. LIMITATION OF LIABILITY VIS A VIS WINNER: By entering this Contest, each entrant agrees that, if he or she ultimately wins the Grand Prize, the Released Parties: (i) shall have no liability of any kind whatsoever with respect to the winner and/or the winner's guest not being able to travel on the required dates for any reason; not being granted entry into the United States, the selected hotel or any of the events to which a ticket is included; for any expenses of the winner or his/her guest incidental to the use of the Grand Prize; or for any other matter, cost, expense or thing whatsoever in connection with the awarding, use, misuse, inability to use, or expense incurred in order to use, of all or any part of the Grand Prize; (ii) shall have no liability for any death or injury or damage or loss of property sustained or suffered by the winner and/or his/her guest during the usage of the Grand Prize or during any travel included as part of, or incidental to, the Grand Prize; and (iii) makes no warranty, guaranty or representation of any kind





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concerning the quality of the hotel, tickets, travel arrangements or any other aspect of the Grand Prize,(iv) disclaims any implied warranty; and (v) shall have no liability for any loss, damage, cost or expense suffered or incurred by the winner and/or his/her guest as a result of the publicity of his/her name and picture by the Contest Sponsor and/or its media promoters.

A copy of these Rules is available at www.tavernunited.com

This promotion is in no way sponsored, endorsed, administered by, or associated with, Molson Coors Canada. You understand that you are providing your information to the Contest Sponsor and not to Molson Coors Canada.





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Schedule "A"

Participating Tavern United Locations

Winnipeg:

Tavern United Polo Park
1405 St. Matthews Avenue, Winnipeg, MB

Tavern United Garden City
2100 McPhillips Street Winnipeg, MB R2V 3T9

Tavern United Transcona
826 Regent Ave. West Winnipeg, MB R3C 3A8

Tavern United Fort Garry
1824 Pembina Highway at Adamar Winnipeg, MB R3T 2G2

Tavern United MTS Centre
345 Graham Ave Winnipeg, MB R3C 0L2

Tavern United Windsor Park
1034 Elizabeth Rd. Winnipeg, MB R2J 1B3

Brandon:

Tavern United Brandon
1125 18th Street Brandon, MB R7A 7C5

Portage LaPrairie:

Tavern United Portage la Prairie
2401 Saskatchewan Avenue West Portage la Prairie, MB R1N 3L5

