

# MOLSON CANADIAN 2009 MEGA KEG EXPERIENCE

## (the “Contest”)

### OFFICIAL CONTEST RULES

1. **HOW TO ENTER: NO PURCHASE NECESSARY.** Contest begins at 12:00:01am (ET) on Monday August 3<sup>rd</sup>, 2009 and ends at 11:59:59pm (ET) on, Thursday August 6<sup>th</sup>, 2009 (the “Contest Period”). The Contest Period consists of four (4) contest days. There is one (1) way to enter this contest:
  - (i) **The Rock Zone:** To enter, visit [www.therock.fm](http://www.therock.fm) (the “Contest Website”), complete the online entry form in full and submit the entry as instructed. If you are not yet a registered member of 94.9 The Rock’s online Listener Club “The Rock Zone”, follow the instructions on the Contest Website to register and then you can proceed to enter the Contest as instructed. All fields on the entry form must be completed unless they are indicated as optional. Limit: one (1) entry per person and per email address per day.
2. **ELIGIBILITY:** To be eligible to win, you must be a resident of Ontario who is 19 years of age or older. You are not eligible to win if you are: a) an employee of Molson Canada 2005, (the “Sponsor”), Durham Radio Inc., and each of their respective 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 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; and, (d) a person who has won a prize in any Contest conducted or co-sponsored by 94.9FM The Rock within thirty (30) days prior to the draw date.
3. **PRIZE:** There is one (1) Molson Canadian Mega Keg Experience prize (the “Prize”) available to be won. The Prize consists of an invitation for the winner and one (1) guest to participate in the MOLSON CANADIAN Mega Keg experience in Minett, Ontario on or around September 12, 2009 to September 13, 2009 (the “Event”). The Prize also includes: (i) one (1) night standard hotel accommodation (double occupancy) at Clevelands House on September 12<sup>th</sup>, 2009; (ii) free parking at Clevelands House, if applicable; (iii) two (2) passes to attend the Event; and (iv) food and beverage will be provided on September 12<sup>th</sup>, and breakfast will be provided on September 13<sup>th</sup> at Clevelands House.

In the case where the winner resides more than 4 hours away from the Event, the winner will also receive \$100.00 CAD in spending money. In the case where the winner resides more than 6 hours away from the Event, the winner will also receive two (2) round trip economy class airline tickets or two (2) round trip economy class train or bus transportation tickets (depending on distance of winner’s home from the

Event location) to the Event; and two (2) round trip ground transportation from the airport or train or bus station to the Event. Winner and his/her guest must travel together from the same departure point on the times and dates required or the Prize will be forfeited. Winner will be required to use a credit card at hotel check in to cover any incidentals not specified as included in the Prize. Winner and his/her guest are responsible for obtaining the required travel documentation including a photo identification. All travel arrangements and accommodations must be booked through Sponsor or its agent.

Any costs or expenses associated with the Prize not outlined as included above, including but not limited to transportation to and from the winner's home residence and the airport, train or shuttle station or Event, taxes, travel and/or medical insurance, airport improvement fees, drinks, meals, gratuities, all incidental and personal expenses are the sole responsibility of the winner and his/her guest. Winner and his/her guest will be required to follow all directions of Sponsor and/or the Event organizers; failure to do so may result in termination of their participation, or continued participation, in the Prize and/or Event. Once itinerary has been finalized between winner and Sponsor; no changes can be made unless approved by Sponsor. Approximate value of the Prize is **\$1,000.00** CAD. 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. Winner's guest must be 19 years of age or older to participate in this Prize.

Prize is not transferable and must be accepted as awarded with no substitutions, whether 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. Sponsor will not be responsible, however, if weather conditions, Event cancellations, or other factors beyond Sponsor's reasonable control prevent a Prize or part of a Prize from being fulfilled. In any such event, a winner will not be provided with a substitute Prize or cash equivalent. 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 winner.

4. **DRAWING:** One (1) entrant will be randomly selected from the total entries received and the entrant's name will be announced during The Rock Morning Show with Craig and Rita on Friday August 7<sup>th</sup>, 2009. The selected entrant will be notified by telephone. Before being declared a winner, the 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 telephone. If a selected entrant cannot be contacted and the skill test administered within two (2) business days, the Prize will be forfeited and may be awarded to an alternate entrant. Odds of winning will depend on the total number of eligible entries received.
5. **RELEASES, ETC.:** Before being declared a winner, a selected entrant may be required to sign a Declaration and Release of Liability form, releasing Molson

Canada 2005, Durham Radio Inc., and each of their respective advertising and promotional agencies, the 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 liability in connection with this Contest or the Prize. 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 participating in the Prize and 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 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.
7. **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 the Prize, the winner consents to the collection, use and disclosure to the public of their name, address (city, province), 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.
8. **RIGHT TO TERMINATE OR AMEND:** Sponsor reserves the right to terminate or amend this Contest, in whole or in part, without prior notice if any factor interferes with its proper conduct as contemplated by these Official Contest Rules. Contest is subject to all applicable federal, provincial and municipal laws.
9. **MISCELLANEOUS:** 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. No correspondence will be entered into except with selected entrants. Contest is subject to all applicable federal, provincial and municipal laws. In the event of a dispute regarding who submitted an online 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. A selected entrant may be required to provide Sponsor with proof that he/she is the authorized account holder of the e-mail address 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 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 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.