

RULES & REGULATIONS

A Chance to WIN 10,000 AIR MILES® Reward Miles with Miller Lite

1. ELIGIBILITY: To be eligible to enter this sweepstakes, a person must be a resident of Newfoundland and Labrador and have reached the legal drinking age and the age of majority in the province of Newfoundland and Labrador and must not be an employee of Molson Canada (“the Sponsor”), affiliates and related companies, advertising or promotional agencies, the contest judging organization, any participating locations or the prize suppliers; a beer distribution company or a participating licensed establishment, or, any liquor licensee authorized by a provincial liquor authority; an employee or contractor of participating Newfoundland Labrador Liquor Corporation locations, their affiliated companies, employees or agents, their respective advertising or promotional agencies, the Newfoundland Labrador Liquor Corporation, the independent sweepstakes organization or a member of any such employee’s immediate family (regardless of where they live) or household (whether related to the employee or not) of any of the above persons. In these Sweepstakes Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters and/or spouse. Void where prohibited by law.

2. HOW TO ENTER: Enrollment in the AIR MILES® Reward Program is required to participate in this sweepstakes. If the customer is not an AIR MILES Collector, he/she may enroll in the AIR MILES Reward Program online at www.airmiles.ca. By enrolling to become an AIR MILES Collector, you agree to be bound by the terms and conditions of the AIR MILES Reward Program as amended from time to time.

There are two ways to enter this sweepstakes:

1) When you buy any of the below product(s) at any authorized NLC Liquor Store from January 1 – 27, 2018 and swipe your AIR MILES Collector Card, you'll automatically be entered for a chance to win a **10,000 AIR MILES® Reward Miles**. You will receive one entry for each product(s) purchased during the sweepstakes period.

- Sku 18009 - Miller Lite 12 Pack Bottles (Buy One)
- Sku 18010 - Miller Lite 6 Pack Cans (Buy Two)

2) No Purchase Necessary, hand print your name, age, address, telephone number, email address and AIR MILES Collector Number on a plain piece of paper. No mechanically reproduced entries are allowed. Hand printed entries must be readily legible. Mail completed sweepstakes entry via mail in a stamped envelope to: Newfoundland Labrador Liquor Corporation **10,000 AIR MILES® Reward Miles**, 90 Kenmount Road, St. John’s, NL, A1B 3V1. The sweepstakes starting date is Monday, January 1 at 10:00 AM Newfoundland Standard Time. The sweepstakes closing date is Saturday, January 27, 2018 at end of business. Each entry must be mailed in a separate hand addressed stamped envelope, limit one mailed entry per Collector Account Number, per week during the promotion period. All entries must be postmarked by January 27, 2018 and received by Monday, February 5, 2018.

3. PRIZES: There will be one (1) grand prize consisting of 10,000 AIR MILES® reward miles awarded. The approximate retail value of AIR MILES® reward miles prize depends on the chosen method of redemption, available reward options at the time of redemption, and the set preference between AIR MILES Cash and AIR MILES Dream balances. If redeemed with AIR MILES Cash, 95 reward miles can be redeemed in-store for \$10 towards purchases at participating AIR MILES Sponsors or 95 reward miles can be redeemed online for eVouchers for \$10 worth of value at participating Reward Partners. If redeemed for flights (1200 reward mile minimum required for flight redemption), value depends on destination chosen, date of travel and use of multiple carriers or suppliers. For example, one return economy flight in low season departure from Toronto, Ontario to Winnipeg, Manitoba is 2000 AIR MILES reward miles and has an approximate value of \$525.00 (Canadian) excluding taxes. Winner must pay applicable taxes, related transportation fees, governmental levies, excess baggage and other non-ticket costs. The value of AIR MILES® reward miles redeemed for non-flight reward options depends on reward options in effect at the time of redemption. AIR MILES reward miles prize is subject to the terms and conditions of the AIR MILES

Reward Program as amended from time to time. AIR MILES reward miles prize is not transferable or convertible to cash and must be accepted as awarded.

4. WINNER SELECTION: The winners will be selected by a random electronic draw on or about February 6, 2018 from all eligible entries received on or before the sweepstakes closing date. The winner will be required to have correctly answered the skill testing question and must comply with the Official Sweepstakes Rules. The odds of winning will depend on the total number of eligible entries received. The Sponsor will attempt to contact the winner by telephone or by email. No communication will be entered into except with the selected potential winner. In the event a selected entrant is disqualified from eligibility, has not correctly answered the skill testing question or cannot be contacted within 15 business days of the draw, the Sponsor shall have the right to draw another entrant to be eligible to win the prize and the Sponsor shall be fully and completely released and discharged from any liability or responsibility to the first selected entrant in this regard. All decisions of the Sponsor are final.

5. APPLICABLE LAW: The promotion is subject to all applicable Federal, Provincial and Municipal laws and regulations. To be a confirmed winner the contest participant must answer, without any assistance, a mathematical skill-testing question.

6. PERSONAL INFORMATION: By entering the promotion or accepting a prize, entrants consent to the collection, use, storage and distribution of their personal information, including, without limitation, their name, address, telephone number, age and/or photograph by the Sponsor or provincial liquor agencies in reference to all matters related to this promotion or in any publicity carried out by them without compensation and agree to abide by the promotion rules and the decisions of the independent promotion organization and the Sponsor, which are final. Such information is stored for only so long as required to complete the purpose for which it was collected. An entrant's personal information shall not be provided to any third party by the Sponsor without the entrant's consent. If an entrant would like their personal information removed from the Sponsor's database at the conclusion of the promotion, send this request in writing to Newfoundland Labrador Liquor Corporation, 90 Kenmount Road, St. John's, NL, A1B 3V1.

7. RELEASE AND INDEMNIFICATION: By entering the sweepstakes, each entrant releases and holds harmless the Sponsor, Newfoundland Labrador Liquor Corporation, LoyaltyOne, Co., the provincial liquor agencies, the independent sweepstakes organization, their respective agents, representatives and associated companies, and all of their respective directors, officers and employees from any and all liability for injuries, loss or damage of any kind whatsoever including without limitation personal injury, death or property damage resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this sweepstakes, or participation in any prize related activity and agrees to fully indemnify the Sponsor, Newfoundland Labrador Liquor Corporation, LoyaltyOne, Co., the provincial liquor agencies, the independent sweepstakes organization, prize suppliers, their respective agents, representatives and associated companies, and all of their respective directors, officers and employees from claims by third parties without limitation.

8. RELEASE: Before being declared a winner, the selected entrant may be required to sign a declaration, indemnity and release form confirming compliance with the sweepstakes rules and acceptance of the prize as awarded and indemnifying and releasing the Sponsor, Newfoundland Labrador Liquor Corporation, LoyaltyOne, Co., the provincial liquor agencies, the independent sweepstakes organization, their respective agents, representatives and associated companies, and all of their respective directors, officers and employees from any liability in connection with this sweepstakes or the prize.

9. GENERAL: None of the Sponsor, Newfoundland Labrador Liquor Corporation, LoyaltyOne, Co., the provincial liquor agencies, the independent promotion organization, or their respective agents shall be responsible for any errors, negligence, losses or damages of any nature whatsoever that may arise or occur in connection with this promotion or the prizes. The Sponsor may modify or withdraw this promotion, without liability if any printing/production errors occur, without public notice.

10. NEWFOUNDLAND LABRADOR LIQUOR CORPORATION: The sweepstakes is managed by Newfoundland Labrador Liquor Corporation. LoyaltyOne, Co. is in no way connected to the management of this sweepstakes.

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