RULES & REGULATIONS
Sam Adam's Swipe to Win

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 **Moosehead Brewery** ("the Sponsor"), participating Newfoundland Labrador Liquor Corporation locations, their affiliated companies, employees or agents, their respective advertising or promotional agencies, 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). 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 SKU 20498 Sam Adam's Wicked Easy 6pk Cans** at any authorized NLC Liquor Store from **January 29th to February 25th, 2023** and swipe your AIR MILES Collector Card, you'll automatically be entered for a chance to win 1 **Branded Snow board.** You will receive one entry for each purchase during the sweepstakes period.

- **SKU 20498 Sam Adam's Wicked Easy 6pk Cans**

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: **Sam Adam's Swipe to Win** 90 Kenmount Road, St. John's, NL, A1B 3V1. The sweepstakes starting date is **January 29th** at 10:00 AM Newfoundland Standard Time. The sweepstakes closing date is **February 25th 2023** at end of business day. 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 **February 25th** and received by **March 1st.**

3. PRIZES: There will be **one** prize draws; consisting of one (1) **Branded Snow Board.** The approximate prize value of each **valued at $300** plus approximate taxes. Prize is 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 its sole and absolute 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 (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. Prize will only be released to the verified winner. Winner shall be responsible for any and all costs associated with picking up the Prize from the participating location within 2 weeks of being declared a winner. If a Prize is not picked up within the specified time, the applicable Prize will be forfeited and the Sponsor has the right but not the obligation and time permitting, to select an alternate eligible entrant. Prize may not be exactly as shown in promotional materials.

4. WINNER SELECTION: The winners will be selected by a random electronic draw on or about **March 3rd, 2023** 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 7 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.
® ™ Trademarks of AIR MILES International Trading B.V. Used under license by LoyaltyOne, Co. and Newfoundland Labrador Liquor Corporation.