

Sun Cruiser Scan to Win Contest

OFFICIAL RULES AND REGULATIONS

The Sun Cruiser Beverage Co. (the “Sponsor”) is the sponsor of the “Sun Cruiser Scan to Win Contest” (the “Contest”). AIR MILES Loyalty Inc. is in no way connected to the management of this Contest.

Eligibility

The Contest is open to all residents of Newfoundland and Labrador who have reached the legal drinking age in the province in which they reside as of August 2, 2025, and have an AIR MILES® collector number. Employees of the Sponsor, Newfoundland Labrador Liquor Corporation (NLC), its advertising and promotional agencies, or AIR MILES Loyalty Inc., are not eligible to participate.

Contest Period

The Contest begins August 3, 2025, and ends August 30, 2025, (the “Contest Period”). All eligible entries must be received (or, in the case of no-purchase-necessary entries, postmarked) before 11:59 p.m. (NL Time), August 30, 2025.

How to Enter

The Contest will be conducted in Newfoundland and Labrador across participating NLC Corporate Store locations.

To enter, present your AIR MILES® card when purchasing the below SKU at a participating NLC Corporate Store location during the Contest Period. You will receive one entry for each unit of an eligible product purchased during the Contest Period.

- 30092 Sun Cruiser Vodka Iced Tea 12pk Cans

If you are not already an AIR MILES collector, you may enroll in the AIR MILES Reward Program by visiting 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.

NO PURCHASE NECESSARY: For a no-purchase-necessary entry, send a 50-word essay on your knowledge of *Sun Cruiser Beverage Co.*, together with your name, address, telephone number, gender, birth date, AIR MILES collector number, and a self-addressed stamped envelope postmarked no later than August 30, 2025, and received no later than September 5, 2025 to the following address.

Sun Cruiser Scan to Win Contest
90 Kenmount Road, St. John's, NL A1B 3V1

Limit of one (1) mailed entry per collector number per day during the Contest Period.

One Prize will be Awarded:

There is one (1) prize package available to be won during the Contest Period (the “Prize”). The Prize consists of: trip for the winner and one guest to stay at the Royalton Riviera Resort (standard double-occupancy room) in Cancun, Mexico for 6 nights; round-trip airfare for two (2) people (in economy class) between St. John’s International Airport and Cancun International Airport; and transportation between Cancun International Airport and the Royalton Riviera Resort. The total approximate retail value of the prize is \$8,000 CDN. Travel must be booked by February 1, 2026, and must be arranged directly through one of our travel partners, Excello or Maritime Travel.

Travel dates for the airfare component of the Prize are subject to availability; blackout periods, government restrictions and regulations, and other restrictions may apply. The winner and his/her guest must travel on the same itinerary. Winner and guest are responsible for having all necessary documentation to permit travel and participate in the Prize, including government identification and/or passports. The winner and guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. It is strongly recommended and encouraged that the Prize winner and his/her guest obtain sufficient personal travel and medical insurance prior to any Prize-related travel.

The winner and guest may be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. The winner’s guest must be a legal resident of Canada who has reached the legal drinking age in the province in which they reside as of August 2, 2025, and must complete a travel companion release form and any other documentation required by Sponsor before travel is booked. Once selected by the winner, his/her guest cannot be changed without the express consent of Sponsor, which may be withheld for any reason. If the winner elects to participate in the trip with less than the maximum number of guests allowed by the Prize, no additional compensation will be provided.

Without limiting the foregoing, the following conditions apply to the Prize: (i) Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions are permitted, except at Sponsor’s option; (iii) the costs of everything not specifically and expressly stated above as included in the Prize are the sole and absolute responsibility of the winner, including without limitation, airline baggage fees, gratuities, meals (other than complimentary meals provided by the resort), transportation (other than as specifically set out above), personal expenses of any kind or nature, federal, provincial and local taxes, and any other incidental costs or expenses; (iv) if the winner does not utilize any part(s) of the Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (v) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; and (b) substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (vi) all arrangements relating to the Prize must be made through the Sponsor; and (vii) by accepting the Prize, the winner agrees to waive all recourse against the Sponsor and all of the other Released Parties (as defined below) if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

The Sponsor, AIR MILES Loyalty Inc., and the Contest organizers and promoters (collectively, the “Released Parties”) are not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any reason (including, without limitation, due to illness or health risks, or any governmental or health authority orders, measures, directives or guidance in

response to such illness or risks or due to any other cause of any kind or nature whatsoever), of any aspect of the Prize. Neither the winner, nor his/her guest, nor any other person or entity will be compensated in the event of such delay, cancellation or other event contemplated herein. The winner and his/her guest will be solely responsible for complying with any and all COVID related and other protocols – including, but not limited to, mandatory vaccination, testing and/or screening requirements.

To the fullest extent permitted by applicable law, the winner understands and acknowledges that he/she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor, or any of the other Released Parties, should the Prize fail to be fit for its purpose or is in any way unsatisfactory.

By entering this Contest and accepting the Prize, the winner agrees to maintain their and their guest's behaviour in accordance with all applicable laws and generally accepted social practices in connection with participation in any Contest-related or Prize-related activity. The winner understands and agrees that Sponsor or prize providers have the right, in their sole discretion, to disqualify and remove the winner and/or the winner's guest from any activity at any time if the winner's or their guest's behaviour at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of any Contest-related party or otherwise violates the policies of the prize providers, and in such a case, the winner will still be solely responsible for all expenses related to the Prize.

Prize Substitution

The Prize must be accepted as awarded. No Prize assignments, transfers or exchanges are permitted. No Prize substitutions shall be allowed except those made by the Sponsor which reserves the right to substitute a prize of equal or greater value if the Prize is unavailable in part, or in whole. Prize is not redeemable for cash.

Neither the Sponsor, NLC, nor AIR MILES Loyalty Inc. make any representation or offer any warranty, express or implied, as to the quality or fitness of the Prize or any component.

Draw for Prizes

All entries received during the Contest Period will be entered in a random draw for the Prize. Prize draws to take place on September 8, 2025, St John's, NL. Odds of winning depend on the total number of eligible entries received.

Winner Confirmation

The selected entrant will be notified by mail and/or phone within seven (7) business day(s) of the draw. To win, the selected entrant must correctly answer, without assistance of any kind, mechanical or otherwise, a skill-testing mathematical question and will be required to sign a release and indemnity agreement together with a declaration confirming compliance with the Contest rules and acceptance of the Prize as awarded. If the required release and declaration are not received by the Sponsor within ten days of notification to the selected entrant, the Sponsor reserves the right to draw a new selected entrant. If the selected entrant does not correctly answer the mathematical skill-testing question, the Sponsor will draw a new selected entrant.

General Rules

The Contest is subject to all applicable Federal, Provincial and Municipal Laws and is void where prohibited or restricted by law. The Sponsor reserves the right to revise or cancel this Contest at any time for any reason.

All entries become the property of the Sponsor and none shall be returned. Entries which are mechanically reproduced, mutilated, altered, tampered with, illegible, incomplete, inaccurate, forged, irregular in any way, contain a nickname or fictitious name, contain any typographical, printing or other errors or otherwise are not in compliance with these Contest rules shall be declared void. No responsibility is assumed by the Contest Sponsor, its advertisers or promoters for lost, late, illegible, mutilated or misdirected entries. No responsibility is assumed by Sponsor, its advertisers or promoters for any disruption to telephone networks or lines, computer online systems, servers or providers, computer equipment, software or failure of any entry to be received because of technical problems or traffic congestion on the Internet or at any website, or any combination thereof. The Sponsor, its advertisers and promoters are not responsible for any damage to a participant's computer system occurring or allegedly occurring as a result of participation in the Contest or downloading any information necessary to participate in the Contest. If a dispute occurs regarding the identity of a participant, the entry will be deemed submitted by the individual in whose name the AIR MILES collector number has been established and this is the individual to whom the Prize will be awarded if he/she is selected and declared a winner. Alternatively, the Sponsor reserves the right to resolve any such dispute unilaterally and its ruling with respect to any such dispute will be final.

The Sponsor and AIR MILES Loyalty Inc. assume no responsibility for lost, delayed, incomplete, garbled, undelivered, damaged, or misdirected entries or for any technical problems of any kind affecting the operation or administration of this Contest, including, without limitation, any technical malfunction or failure of, or any other problem with, any computer hardware or software or any telephone network or lines or broadcast transmission during the Contest Period. The Sponsor and AIR MILES Loyalty Inc. will not be responsible for any injury or damage to the participant's or any other person's computer relating to or resulting from participation or downloading any materials in this Contest.

By entering this Contest, participants agree to abide by these Contest Rules and the decisions of the Contest organizer, the Sponsor, which decisions shall be final. As a condition of being declared a winner and to be eligible to win a Prize, the selected entrant (and their guest, if any) agree to sign a Release and Indemnity form, releasing the Sponsor, AIR MILES Loyalty Inc., and the Contest sponsors, organizers and promoters, from any liability in connection with this Contest or the Prize awarded. By accepting a Prize in this Contest, the Prize winner (and their guest, if any) agrees to hold the Sponsor, AIR MILES Loyalty Inc. and their affiliates, subsidiaries, advertising and promotional agencies, their respective directors, officers, employees and assigns, harmless from and against any and all claims of liability arising out of or in any way connected with the operation of this Contest, or the collection or use of any Prize. The Prize winner assumes all liability for any injury or damage caused or claimed to be caused by participation in this Contest or use or redemption of any Prize. By entering this Contest, all participants, should they win, agree to the use of their name, address, voice and/or image for publicity purposes relating to this Contest without compensation. The Sponsor reserves the right to disqualify any individual whom it finds to be in violation of these Contest Rules. All participants agree that any claim or legal action arising or occurring with respect to this Contest or the awarding, acceptance, use or misuse of any Prize shall be governed exclusively by Newfoundland & Labrador law and any proceedings in relation to any such claim or dispute shall be dealt with exclusively by Newfoundland and Labrador Courts. For the names of the Prize winners, please send a self-addressed stamped envelope to:

Newfoundland Labrador Liquor Corporation
90 Kenmount Road, St. John's, NL A1B 3V1

Personal Information collected through this Contest (including a participant's name, address, telephone number, gender, birth date) will be used by the Sponsor (and its promotional and advertising agencies) for the purpose of executing this Contest and to gather statistical

information which is used strictly on an anonymous and aggregated basis to market the Sponsor products. The personal information collected from the winner(s) may also be shared with the provider of the Prize (or components of the Prize) for the sole purpose of facilitating delivery of the Prize to the winner(s). The personal information collected will not be sold or transferred to any third parties who are not involved in the administration of this Contest.

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