

RULES AND REGULATIONS

Mike's Hard Scan to Win Contest

OFFICIAL RULES AND REGULATIONS

Mike's Hard Lemonade (the "Sponsor") is the sponsor of the "Mike's Hard 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 February 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 February 2, 2025, and ends March 1, 2025 (the "Contest Period"). All eligible entries must be received before 11:59 p.m. (NL Time), March 1, 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 SKU 22496 – Mike's Hard Mix Pack 12 Pack 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.

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 Mike's Hard, together with your name, address, telephone number, gender, birth date, AIR MILES collector number, and a self-addressed stamped envelope postmarked no later than March 1, 2025, and received no later than March 7, 2025, to the following address.

Mike's Hard Scan and Win Giveaway
90 Kenmount Road, St. John's, NL A1B 3V1

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

24 Prizes will be Awarded:

There are a total of twenty-four (24) George Street Festival Ticket prizes available to be won during the Contest Period (each a "Prize"). Each Prize consists of: (2) Two Tickets to George

Street Festival (a full week of the festival) in St. John's, in 2025. The total approximate retail value of each Prize is \$500 CDN.

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.

Draw for Prizes

All entries received during the Contest Period will be entered in a random draw for each of the 24 Prizes. Draw for Prizes to take place on March 8, 2025, in 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 (along with any guest who will be participating in the Prize) 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, selected entrants 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 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 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 will not be sold or transferred to any third parties who are not involved in the administration of this Contest.

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