

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR TO WIN THIS CONTEST. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

SEE IN-STORE OR BAR POSTER OR OTHER PRINTED MATERIALS (“POS”) FOR START AND CLOSING DATE (THE “CONTEST PERIOD”), RANDOM DRAW DATE, HOW TO ENTER DETAILS, THE NATURE, NUMBER AND APPROXIMATE RETAIL VALUE OF THE PRIZE(S) AVAILABLE TO BE WON AND OTHER CONDITIONS (IF APPLICABLE).

1. ELIGIBILITY

You must be a legal resident of Canada unless otherwise indicated on the POS and at least the legal drinking age in your place, province or territory of residence at the time of entry. You are not eligible to enter if you are an officer, director, employee, agent, or representative of, or a member of the immediate family (defined as parent, sibling, children and/or spouse regardless of where they live) of, or domiciled with (whether related or not) any such officer, director, employee, agent or representative of Diageo Canada Inc. (the “**Sponsor**”), their respective advertising or promotional agencies, any independent contest judging organization, each of their respective parent, subsidiary, affiliated and related companies, any suppliers of materials and services related to this Contest, or any of the liquor agencies, boards, commissions, branches, retailers, alcohol beverage distributors/wholesalers and liquor licensees (the “**Liquor Authorities**”). The Sponsor, its advertising and promotional agencies, any independent contest judging organization, any suppliers of materials and services related to this Contest, the Liquor Authorities, the parent, subsidiary, affiliate and related entities of each of the foregoing and all of their respective officers, directors, owners, employees, agents, representatives, successors and assigns shall be referred to herein as the “**Contest Entities**”. The provincial liquor authorities are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever in any regard to any matter which is related to this Contest.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Contest.

2. HOW TO ENTER:

No purchase or payment necessary to enter or win. Purchase will not improve an entrant’s chance of winning. During the Contest Period, follow the instructions on the Contest Poster, Contest Display, Shelf Talker, Backer Card and/or Neck Tag attached to participating Sponsor products (each individually or collectively referred to as “**POS**”) to enter the Contest. Internet access and a valid e-mail address are required to participate. During the Contest Period, an eligible entrant must scan the QR code or go to the website indicated on the POS (the “**Website**”) and enter their birth date, province and the keyword mentioned on the POS (“the **Keyword**”). The entrant must then follow the on-screen prompts and submit the contest entry form, including, but not limited to: entrant’s first and complete last name (no initials), phone number, email, city, province, and agree to these Official Rules. There is a limit of one (1) entry per person during the Contest Period. Contests with multiple locations or stores participating, it’s a limit of one (1) entry per person per location.

Your Entry will be rejected if (in the sole and absolute discretion of the Sponsor): (a) the Entry is not fully completed with all required information and submitted during the Contest Period; or (b) you are otherwise ineligible to enter this Contest. Use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other systems(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor.

3. PRIZE

See POS for prize (each a “**Prize**” or collectively the “**Prizes**”) details and approximate retail value (“**ARV**”). Prizes must be accepted as awarded, are not transferable, cannot be substituted and are not redeemable for cash or otherwise. The Sponsor reserves the right, in its sole discretion, at any time to substitute a Prize (or component thereof) for any reason so long as a Prize (or component) of equal or greater monetary value is substituted. Sponsor makes no representations or warranties with respect to any Prize. No alcohol is included in any part of any Prize.

4. DRAWINGS AND NOTIFICATION

Potential winners will be selected by computer generated random draws from among all eligible entries received during the Contest Period on or about the date indicated on the POS. If there are multiple Prizes, the order of the draws will be in descending order from the Prize with the highest ARV to the Prize with the lowest ARV. Maximum of one Prize per person. Odds of winning a Prize depend on the number of eligible entries received during the Contest Period. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules

Potential winners will be notified by e-mail within approximately forty-eight (48) hours of the draw at the email provided by the entrant at the time of Contest entry. If the prize is a Trip or Tickets, potential winners may be contacted by telephone in addition to email to the telephone number provided by the entrant at the time of Contest Entry. Potential winners will be provided with instructions on how to claim the Prize, and will be required, along with his/her guest (if the Prize is a trip or tickets to a game or event), to sign and return a written Declaration and Release of Liability (the “**Declaration and Release**”), which, among other things: (a) confirms compliance with these Official Rules; (b) acknowledges acceptance of a Prize as awarded; (c) releases the Contest Entities from any liability in connection with this Contest or the receipt, possession, use or misuse of a Prize or any part thereof; and (d) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by, or on behalf of, the Sponsor in any manner whatsoever, including print, broadcast or the internet. If the prize is a trip, The name of the guest cannot be changed once the Declaration and Release has been received by Sponsor or its agent. The potential winner must correctly answer, without assistance of any kind, the mathematical skill testing question included on the Declaration and Release in order to be eligible to win the Prize.

Upon verification of eligibility and correctly answering the mathematical skill-testing question on the Declaration and Release, each Prize will be delivered to the confirmed winner at the address provided in the entry form within - 8 weeks of being declared a winner, unless the prize is a trip or tickets with specific dates.

Inability to correctly answer the mathematical skill-testing question or complete, sign and return the Declaration and Release, or any other required documentation, as applicable within (10) business days after notification is sent, or the return of winner notification as undeliverable, or failure to provide proof of eligibility (if requested), or other non-compliance with these Official Rules may result in forfeiture of the Prize and selection of an alternate winner by random draw in Sponsor’s sole and absolute discretion, who will be subject to disqualification in the same manner, until the Prize has been awarded. If no qualified winner can be declared within twenty (20) days of the Draw Date, the Prize may be forfeited in its entirety in the sole discretion of the Sponsor. Failure of the selected entrant to correctly answer the skill-testing question will result in disqualification, forfeiture of the Prize, and Sponsor may in its sole and absolute discretion, randomly select an alternative Entry from among all remaining eligible Entries, who may be subject to disqualification in the same manner. Timing will be shortened for timed events like a Trip or Tickets at the sole discretion of the Sponsor.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner’s privacy or spam filter settings which may divert any Contest e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded.

5. PERSONAL INFORMATION

Sponsor and its authorized agents will collect, use, and disclose the personal information that you provide when you enter the Contest for the purposes of administering the Contest and Prize fulfillment. By entering this Contest, you consent to such collection, use and disclosure of your personal information. You may also be offered the opportunity to receive additional communications from Sponsor about its products, and upcoming contests and promotions. You will only be contacted for these purposes if you consent to receive such communications at the time of entry. Entrants who opt-in to receive such communications may opt out at any time. By entering this Contest, you consent to the collection, use, disclosure and management of your personal information for these purposes and as otherwise described in Sponsor’s privacy policy located at: <https://www.diageoprivacycentre.com/en-GB>

By accepting a Prize, the winner consents to the use of his/her name, address (city and province), picture, biographical information, voice, statements relating to this Contest, and photographs or other likenesses, without further compensation or authorization, in any advertising and publicity in any form or media, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, carried out by the Sponsor or any related entities thereto in connection with this Contest.

6. LIMITATIONS OF LIABILITY AND RELEASES

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE CONTEST ENTITIES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS CONTEST OR ANY CONTEST-RELATED ACTIVITY, INCLUDING ACCESS TO AND USE OF THE CONTEST WEBSITE, OR B) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY OR C) AWARDING, RECEIPT, POSSESSION, USE OR MISUSE OF ANY PRIZE. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

Without limiting the foregoing, the Contest Entities shall not be responsible for: (a) any incomplete or inaccurate information that is caused by any Contest application or contest website users, or by any of the equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of submissions in the Contest; (b) lost, interrupted, or unavailable network, server, service provider, on-line systems, telephone networks or telephone lines, or any other connections; (c) the theft, destruction, loss or unauthorized access to, or alteration of, Entries; (d) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (e) garbled transmissions or miscommunications; (f) failure of any e-mail or text message to be received by or from any independent contest judging organization or Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (g) damage to a user's phone or computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Contest; (h) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; or (i) technical, pictorial, typographical or editorial errors or omissions contained herein.

7. GENERAL CONDITIONS

By entering, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all matters pertaining to this Contest. The selected entrants will be required to follow all directions and instructions of the Sponsor or his/her Prize may be forfeited.

This Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited. All Entries become the property of Sponsor and none will be returned or acknowledged. All Entries are subject to verification at any time. Automated Entries (including but not limited to Mass Entries, Entries submitted using any bot, script, macro or Contest service), copies, third-party Entries, facsimiles and/or mechanical reproductions are not permitted and will be disqualified. The Sponsor is not responsible for late, lost, incomplete, tampered with or illegible Entries. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of this Contest; to be in violation of applicable terms of service; to be acting in violation of these Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification. In the event of a dispute as to the identity of the person who submitted any Entry, the authorized account holder of the phone number submitted at registration will be deemed to be the entrant. The "authorized account holder" is the natural person assigned the phone number by an access provider, service provider, or other person or organization responsible for assigning phone numbers for the account associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder. Sponsor reserves the right to

terminate or amend this Contest, or these Official Rules, in whole or in part, at any time, without prior notice for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, programming errors, or technical failures. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the POS, television, print or online advertising; the terms and conditions of these Official Rules shall prevail, govern and control. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document referenced above, the winner will be required to promptly return to Sponsor his/her Prize, or the cash value thereof.