

**www.Miller Genuine Draft Nothing to Hide Ride
2010 RETAIL SWEEPSTAKES
(the “Contest”)**

OFFICIAL CONTEST RULES

1. **HOW TO ENTER:** Contest begins on or around May 2, 2010. There are two (2) methods of entry for this Contest. Twenty (20) eligible entrants will be selected from each method of entry for a chance to win the Prize (see Rule 3 below for prize details).
 - **METHOD #1: PINS:** Randomly assigned PIN numbers (“PIN”) will be printed on game cards (the “Cards”) that will be distributed inside of specially marked 15 can packs and 18 bottle packs of Miller Genuine Draft distributed in British Columbia (“BC”), Alberta (“AB”), Manitoba (“MB”), Saskatchewan (“SK”), Yukon (“YU”), Nunavut (“NU”) and Northwest Territories (“NWT”); 18 bottle packs distributed in Ontario (“ON”); and to those requesting a PIN without product purchase see (no purchase necessary) further below. To enter the sweepstakes, obtain a PIN and then visit www.nothingtohide.ca (the “Contest Website”) or text your PIN to short code “**25858**” (the “Contest Text-in Number”). Click on the link to the Miller Genuine Draft Hidden Ride Contest and follow the instructions to enter your PIN as required. If you enter via text, text your PIN to short code 25858. Once you have entered your PIN, you will receive a verification message either by return email or text confirming that your PIN has been accepted and that you have been entered into the draw. Limit: one (1) Card per purchase. Each Card will have one (1) PIN number assigned to it and is only valid for one (1) entry into the draw, regardless of entry method. Any subsequent entries with the same PIN will not be accepted. **NO PURCHASE NECESSARY:** To obtain a PIN Card without product purchase, mail a 50 word essay on ***“Why you would like to participate in the Miller Genuine Draft Nothing to Hide Ride Contest?”*** (the “Essay”) along with your full name and address (city/province) and a hand-printed self-addressed envelope to: **Miller Genuine Draft Nothing to Hide Ride Contest**, c/o Molson Coors Canada, 33 Carlingview Dr., Toronto, ON M9W 5E4. Upon receipt of the Essay, a PIN Card will be sent directly to the address provided by the letter writer. Requests must be submitted by the entrant him/herself. Only original hand-printed Essays will be accepted; no duplicates or mechanical reproductions. Limit: one (1) Card request per outer stamped envelope. Request must bear sufficient postage. Please allow ten (10) days for processing and return. All PIN entries must be received by 11:59:59 pm (PT) on August 18, 2010 (the “Entry Deadline”).
 - **METHOD #2: BY TEXTING:** Using a wireless handset device with text message capability, text the word “**MGD**” to “**25858**”. All text entries must

be received by 11:59 pm (PT) on August 18, 2010 (the "Entry Deadline").
Limit: one (1) entry per person per wireless handset cell number.

Standard text messaging rates apply. Check your service carrier plan for your standard text messaging fees. Sponsors, as defined hereinafter, will not be responsible for illegible, incomplete, lost, misdirected, mobile phone failures, text messaging errors, failures or late entries, which will be void. Any use of automated devices is prohibited.

2. **ELIGIBILITY:** To be eligible to win, you must be: (i) of legal drinking age in the province in which you reside; (ii) a resident of BC, AB, MB, SK, YU, NU, NWT or ON; and (iii) registered as a Miller Genuine Draft Insider. If you are not already registered as a Miller Genuine Draft Insider, visit www.nothingtohide.ca and follow the instructions to subscribe or follow the instructions on the text message you receive after you have submitted your code. You are not eligible to win, if you are: a) an employee of Molson Canada 2005, SABMiller plc, (collectively, the "Sponsors"), Harley-Davidson Motor Company Inc., Deeley Harley-Davidson Canada (together, "Harley-Davidson"), and each of their respective affiliates, advertising or promotional agencies, any participating stores or contest judging organization or the prize suppliers; b) an employee or contractor of a provincial liquor authority, a beer distribution company or a participating licensed establishment or any liquor licensee authorized by a provincial liquor authority; or c) a member of the immediate family (defined as parents, siblings, children and spouse, regardless of where they live) or household (whether related or not) of any of the above persons.
3. **PRIZE:** There is one (1) Nothing to Hide Ride (the "Prize") available to be won. The Prize consists of: (i) one (1) Harley-Davidson Motorcycle. The year, make and model of the Harley-Davidson Motorcycle will be determined by Sponsors and Harley-Davidson in their sole discretion. The winner is solely responsible for all costs not expressly described herein, including but without limitation, title, license, insurance and registration fees required in claiming, registering or using the Prize as well as any taxes or other expenses that may be applicable. Sponsors do not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the Prize including but not limited to its quality, merchantability, fitness for purpose or mechanical condition. Sponsors are not responsible for winner's use or misuse of the Prize. Motorcycle may not be exactly as shown in promotional materials. The Prize will be delivered to the nearest participating authorized Canadian retail location to the winner's residence, as determined by Harley-Davidson within eight (8) weeks of being officially declared a winner. The winner is solely responsible for picking up the Prize at the nearest retail location within six (6) weeks from the date the Prize is delivered to the retail location. Should the winner fail to take possession during this time and/or fails to provide the required identification or documentation (valid photo ID, valid motorcycle license along with insurance), the Prize will be forfeited and may be awarded to

an alternate entrant. To take possession, winner must present valid photo identification and show proof of a valid motorcycle license along with insurance when claiming the Prize. Approximate retail value of the Harley-Davidson Motorcycle is \$19, 000.00 CAD.

4. **DRAWING:** On or around August 23rd, 2010, 20 finalists (the “Finalists”) will be randomly selected from among those eligible entrants from each method of entry. Each Finalist will then be entered into a subsequent random draw for a chance to win the Prize. The odds of becoming a Finalist will depend on the total number of eligible entries received from each method of entry. The odds of a Finalist winning the Prize will be not less than 1 in 40. The selected entrant will be notified by telephone. Before being declared a winner, a selected entrant must first correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered by telephone. If a selected entrant cannot be contacted and the skill-testing question administered within three (3) business days, the Prize will be forfeited and may be awarded to an alternate entrant.
5. **RELEASES, ETC.:** Before being declared a winner, a selected entrant may be required to sign a Declaration and Release of Liability form, releasing Molson Canada 2005, SABMiller plc, Harley-Davidson Motor Company Inc., Deeley Harley-Davidson Canada, and each of their respective advertising and promotional agencies, the contest judging organization, provincial liquor authorities, beer distribution companies, parent companies and affiliates of the foregoing and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the “Releasees”) from any liability in connection with this Contest or the Prize. The winner will also be required to sign a document in a form acceptable to the Liquor Control Board of Ontario (“LCBO”) releasing the LCBO, its directors, officers, employees and agents from all liability of any kind in connection with the contest, or occurring as a result of the Prize being awarded. Declaration and Release documents must be returned within the time period indicated in the documents or the Prize will be forfeited.
6. **LIMITATIONS OF LIABILITY:** Without limiting the release provided in paragraph 5 above, and for greater certainty, the Releasees will not be liable for: a) any incomplete or inaccurate information, whether caused by entrants or by any equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of entries; b) the theft, destruction or unauthorized access to, or alteration of, entries or the receipt and collection thereof; c) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any email or text messages to be received by or from Sponsors for any reason including but not limited to the traffic congestion on the Internet at any website or any other mode of electronic transmission, or a combination thereof; e) damage to a participant’s

or other person's system or device occasioned by participation or downloading of materials in this Contest.

7. **PERSONAL INFORMATION:** By entering this Contest, entrants consent to the collection, use and disclosure of their personal information for the purposes of administering the Contest. By accepting the Prize, the winner consents to the, collection, use and disclosure to the public of their name, address (city, province), voice, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or formats including, but not limited to, the Internet, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent.
8. **ERRORS, ETC.:** Any PINs, Cards or other materials used in this Contest that have been tampered with, mutilated, altered, forged, reproduced, not legitimately obtained, are illegible or which contain or reflect printing, production or other errors will be void.
9. **RIGHT TO TERMINATE OR AMEND:** Sponsors reserve the right to terminate or amend this Contest, in whole or in part, without prior notice except to the BC Liquor Distribution Branch if any factor interferes with its proper conduct as contemplated by these Official Contest Rules. Any termination will be subject, in B.C., to the approval of the B.C. Liquor Distribution Branch (the "Branch").
10. **MISCELLANEOUS:** Entrants who have not complied with these Official Contest Rules are subject to disqualification from this Contest and any future contest or other promotion conducted by Sponsors. Prize is not transferable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsors' sole discretion. Sponsors reserve the right 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. Sponsors will not be responsible, however, if weather conditions, event cancellations, or other factors beyond Sponsors' reasonable control prevent a Prize from being fulfilled. In any such event, a winner will not be provided with a substitute Prize or cash equivalent. Prize will only be released to verified winner. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate winner. All decisions of the Sponsors, or any contest judging organization as designated by it, are final and binding in all matters relating to this Contest. Sponsors and other Releasees will not be responsible for illegible, incomplete, postage-due, lost, misdirected, mobile phone failures, text messaging errors, failures or late prize claims, which will be void. Any use of automated devices is prohibited. After verification message has been received, no correspondence will be entered into except with selected entrants. Contest is subject to all applicable federal, provincial and municipal laws.

In the event of a dispute regarding who submitted an online or text entry, the entry will be deemed submitted by the authorized account holder of the e-mail

address or the authorized account holder of the wireless cell phone number submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider or a wireless cell phone number by a wireless cell phone service provider or other organization that is responsible for assigning e-mail addresses or wireless cell phone numbers for the domain associated with the submitted e-mail address or wireless cell phone number, as the case may be. A selected entrant may be required to provide Sponsors with proof that he/she is the authorized account holder of the e-mail address or wireless cell phone number associated with the selected entry.

Sponsors reserve the right at their sole discretion to disqualify, from this Contest and any future Contest or other promotion conducted by Sponsors, any individual that they find or believe to be tampering with the entry process or the operation of the Contest or Contest Website; to be acting in violation of the Official Contest Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR OTHER EQUIPMENT OR TECHNOLOGY USED AS PART OF THIS CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. **LIQUOR AUTHORITIES:** The provincial liquor authorities are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever with regard to any matter relating to this Contest. In Ontario, "Provincial Liquor Authorities" refers to the Liquor Control Board of Ontario and the Alcohol and Gaming Commission of Ontario.