

Carling Insider Hamilton Tiger-Cats Regular Tickets Contest
(the “Contest”)

OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible to win, you must be: (i) a resident of Ontario; (ii) of the legal drinking age in the province in which you reside; and (iii) registered as a Carling Insider. If you are not already registered as a Carling Insider, visit www.carlingbeer.ca (the “Contest Website”) and follow the instructions to subscribe. You are not eligible to win, if you are: a) an employee of Molson Canada 2005 (the “Sponsor”), Hamilton Tiger-Cats Football Club, and each of their affiliates and related companies, advertising or promotional agencies, contest judging organization, any participating stores or the prize suppliers; b) an employee or contractor of a provincial liquor authority, a beer distribution company or a participating licensed establishment, or, in the case of residents of British Columbia, any provincial liquor authority or liquor licensee; 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.
2. **HOW TO ENTER: NO PURCHASE NECESSARY.** Contest begins on or around June 16, 2010 and ends at 11:59:59 pm (ET) on October 29, 2010 (the “Contest Period”). To enter, visit the Contest Website, click on the WIN Hamilton Tiger-Cats Tickets contest link and follow the instructions. All fields on the entry form must be completed unless they are indicated as optional. Limit: one (1) entry per person and email address throughout the Contest Period. Entries are cumulative throughout the Contest Period. Sponsor will not be responsible for illegible, incomplete, lost, misdirected, failures or late entries, which will be void. Any use of automated devices is prohibited.
3. **PRIZES:** There are nineteen (19) prizes (the “Prize”) available to be won. Two (2) Prizes will be awarded seven business days before every Hamilton Tiger-Cats home game (Home Game dates are as follows: July 10th, 2010, July 16th, 2010, August 7th, 2010, September 6th, 2010, September 11th, 2010, September 25th, 2010, October 8th, 2010, October 22nd, 2010 and November 6th, 2010). Each Prize consists of four (4) Hamilton Tiger-Cats Tickets to an upcoming home game for the winner and three (3) guests (the “Event”). The choice of game and seat selection will be determined by Sponsor in its sole discretion. Approximate retail value of the Prize is \$180.00 CAD.

Winner and his/her respective guests shall be responsible for any costs or expenses not specifically described above as included in the Prize, including but not limited to ground transportation to and from the winner’s residence and the Event, meals, drinks, gratuities and all incidental and personal expenses. Winner’s guests must be 19 years of age or older to participate in this Prize.

Prize is not transferable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a Prize of equivalent monetary value if the Prize or any part of a Prize cannot be awarded as described for any reason. Sponsor will not be responsible, however, if weather conditions, Event cancellations, or other factors beyond Sponsor's reasonable control prevent a Prize or part of 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 the verified winners. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate winner. Limit: one (1) Prize per household.

4. **DRAWING:** Two (2) names will be randomly selected from the total number of entries received seven days prior to each Hamilton Tiger-Cats Home Game (see above for "Home Game" dates). The selected entrants will be notified by phone. To be declared a winner, the 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 the selected entrant cannot be contacted and the skill-testing question administered within 24 hours, the Prize will be forfeited and may be awarded to an alternate entrant. Odds of winning will depend on the total number of eligible entries received five days prior to each Home Game.
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, Hamilton Tiger-Cats Football Club, and each of their advertising and promotional agencies, 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. Declaration and Release documents must be returned within the time period indicated in the documents or the Prize will be forfeited.
6. **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 a Prize, winners consent to the collection, use and disclosure to the public of their names, addresses (city, province), voices, 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.
7. **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 Contest Website users 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 Contest Website; 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 e-mail to be received by or from Sponsor for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; or e) damage to a participant's or other person's system occasioned by participation or downloading of materials in this Contest.

8. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate or amend this Contest, in whole or in part, at any time and without prior notice if any factor interferes with its proper conduct as contemplated by these Official Contest Rules.
9. **MISCELLANEOUS:** All decisions of the Sponsor, or any contest judging organization as designated by it, are final and binding in all matters relating to this Contest. 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 entry, the entry will be deemed submitted by the authorized account holder of the e-mail address 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, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A selected entrant may be required to provide Sponsor with proof that he/she is the authorized account holder of the e-mail address associated with the selected entry.

Sponsor reserves the right at its sole discretion to disqualify, from this Contest and any future Contest or other promotion conducted by Sponsor, any individual that it finds or believes to be not in compliance with these Official Contest Rules, to be tampering with the entry process or the operation of the Contest or Contest Website; or to be acting 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 UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **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.