

**Miller Genuine Draft Hidden Ride
(the "Contest")**

OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible, you must be 19 years of age or older and a resident of British Columbia. You are not eligible, 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"), 99.3 CFOX-FM / Corus Entertainment, and each of their respective affiliates, 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.** Beginning on or around June 1, 2009 and ending on or around July 26, 2009 (the "Contest Period"). There are two (2) ways to enter this Contest (see below).
 - a. **BY RADIO:** Listen daily to 99.3 CFOX. When you hear the cue to call, call or text the Fox and you could win one (1) invitation (the "Qualifying Prize") (see Rule 3 below for qualifying prize details) to attend the final grand prize give-away party (see Rule 4 below for grand prize details). Or you can enter to win through www.cfox.com.

 - b. **ON PREMISE:** Look for Official Entry Forms at participating licensed establishments or at participating retail stores in British Columbia. To enter for a chance to win a Qualifying Prize (see Rule 3 below for prize details), clearly and legibly hand-print all required information on the Official Entry Form, sign it where indicated and deposit it in the ballot box at a participating location. If Official Entry Forms are no longer available at a participating location, you may enter by hand-printing your name, complete address, daytime telephone number, date of birth (mm/dd/yyyy) and date of entry (mm/dd/yyyy) as well as your answer to the following skill-testing question: Step 1: Multiply 10 X 20 Step: 2 Divide by 25 Step: 3 Add 32 Step: 4 Subtract 16 on an approximately 4" x 6" plain piece of paper, sign the paper and deposit it in the ballot box at the location. The Contest Period consists of 8 contest weeks (the "Contest Weeks") throughout the Contest Period and the date of the week will vary from one participating location to another. Entries are not cumulative and must be completed and submitted by the entrant him/herself. An entrant must enter each week to be entered in each weekly draw. Limit: one (1) entry per

person per day. Only original, hand-printed entries will be eligible; no photocopies or other reproductions.

3. **QUALIFYING PRIZES:** There are four hundred and ten (410) Qualifying Prizes available to be won, 120 through the radio entry and 290 through on-premise entry. Each Qualifying Prize consists of an invitation for the qualifier (the “Qualifier”) and one (1) guest to attend the Grand Prize Harley-Davidson Give-Away at Schanks Bar and Grill located at **350 Grifford Street, New Westminster, BC on July 30, 2009** (the “Event”) and entry for the Qualifier into the Grand Prize draw. In order to be eligible to enter the Grand Prize draw, Qualifiers must attend the Event in person and register their attendance by completing an entry form (“Entry”), including answering the skill-testing question and submitting the Entry to a member of the MGD Extreme Team between 6:00 pm (PST) and 7:30 pm (PST). Qualifiers who have not registered their attendance as required within the specified timeline and/or are not in attendance at the time of the Grand Prize draw are not eligible to win. Qualifiers must be present or have elected an alternate to participate in the Event for the Grand Prize; no substitutions permitted. If a selected Qualifier is unable to remain on premise and at the sole discretion of the Sponsors, he or she may designate an alternate to participate in the Event on his or her behalf. Alternate must reside in British Columbia, be of legal drinking age, and comply in all respects with these Official Contest Rules. Prize will be awarded in the name of the selected Grand Prize winner. Sponsors will not be responsible nor will they get involved with any disputes thereafter. The number of Qualifying Prizes available to be won will diminish as prizes are awarded throughout the Contest. There is no cash value to the Qualifying Prize since tickets cannot be purchased. Limit: one (1) Qualifying Prize per household, regardless of method of entry.
4. **GRAND PRIZE:** There is one (1) grand prize (the “Grand Prize”) available to be won. The Grand Prize consists of one (1) 2009 FXSTC Softtail Custom Harley Davidson Motorcycle. Motorcycle may not be exactly as shown in promotional materials. Grand Prize 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 Grand 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 Grand Prize including but not limited to its quality, merchantability, fitness for purpose or mechanical condition. Sponsors are not responsible for Grand Prize winner’s use or misuse of the Grand Prize. The Grand Prize will be delivered to: Barnes Harley Davidson 8859 – 201 Street, Langley, BC V2Y 0C8 (“Dealership”) within eight (8) weeks of being officially declared a Grand Prize winner. The Grand Prize Winner is solely responsible for picking up the Grand Prize at the above retail Dealership within six (6) weeks from

the date the Grand Prize is delivered to the Dealership. Should the Grand Prize winner fail to take possession during this time, the Grand Prize may be forfeited and may be awarded to an alternate entrant. To take possession, winner must present photo identification, and show proof of valid license and insurance when claiming the Grand Prize (either for him/herself or for a licensed rider) if intending to ride the motorcycle from the Dealership. Approximate retail value of the Grand Prize is \$24,500.00 CAD.

5. **QUALIFYING DRAW:** Each week throughout the Contest Period, one (1) or two (2) names depending on the participating location(s) will be randomly selected from the total entries received within that Contest Week. The selected Qualifiers will be notified by telephone. In the event, a Qualifier cannot be contacted within three (3) business days, the Qualifier will be disqualified and an alternate will be selected. Odds of becoming a Qualifier will depend upon the total number of eligible entries received during each Contest Week throughout the Contest Period.
6. **GRAND PRIZE DRAWING:** During the Event, at approximately 11:59:59 pm (PST) on July 30, 2009, a random draw will be conducted among all registered Qualifiers to select 25 semi-finalists (the "Semi-finalist") who will be eligible to win the Grand Prize. The Semi-Finalists will be entered into a subsequent reverse draw where Semi-Finalist # 23 and # 24 will each receive an MGD prize. Semi-finalist will receive one (1) MGD ogio travel sports bag valued at approximately \$188.00 CAD and Semi-finalist # 24 will receive one (1) MGD leather jacket valued at approximately \$305.00 CAD. The remaining Semi-finalist # 25 will be eligible to win the Grand Prize. The odds of a Semi-Finalist winning the Grand Prize will not be less than 1 in 25.
7. **SKILL-TESTING QUESTION REQUIREMENT:** In order to be declared a winner of any Prize, the selected entrants must first correctly answer, a mathematical skill-testing question, without assistance of any kind, whether mechanical or otherwise, on the entry form or to be administered in person. If a selected entrant: (i) cannot be contacted; (ii) fails to answer or incorrectly answers the skill-testing question; or (iii) fails to remain or fails to designate an alternate to remain on premise for the draw, the Prize will be forfeited and may be awarded to an alternate entrant.
8. **RELEASES, ETC.:** Before being declared a winner of any Prize, a selected entrant may be required to sign a Declaration and Release of Liability form, releasing Molson Canada 2005, SABMiller plc., and each of their respective advertising and promotional agencies, contest judging organization, 99.3 CFOX, Baselines Pub, Wheelhouse, River's Reach, Green Timbers, Days Inn, Samz Pub, South Point, Schanks Sports Grill, Delta Lion, Fox's Reach, Kennedy's, Cat & Fiddle, Moonrakers, Maple Ridge Hotel, Berezan Hospitality Group, 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.

9. **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/territory), 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.

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. Prizes are 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 a 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 prizes from being fulfilled. In any such event, a winner will not be provided with a substitute Prize or cash equivalent. Prizes will only be released to the verified winners. All decisions of the Sponsors, or any contest judging organization designated by Sponsors, are final and binding in all matters relating to this Contest. Sponsors and other Releasees will not be responsible for illegible, incomplete, lost, misdirected or late entries, which will be void. All entries become the property of Sponsors and will not be returned. No correspondence will be entered into except with selected entrants.

11. **RIGHT TO TERMINATE OR AMEND:** Sponsors reserve 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. Contest is subject to all applicable federal, provincial and municipal laws.

12. **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.