SIR Corp. o/a The Loose Moose and Labatt Brewing Company Ltd. (the "Prize Supplier") present the "Team Canada Gear" Promotion (the "Contest")

OFFICIAL CONTEST RULES

****NO PURCHASE NECESSARY**

1. **CONTEST PERIOD:** Contest will run from Monday June 1st, 2026 at 11:30 a.m. (EDT) Sunday July 19th, 2026 at 11:59 p.m. (EDT) (the "Contest Period").

2. **HOW TO ENTER:** During the Contest Period, visit the Loose Moose located at 146 Front St W, Toronto, ON M5J 1G2 ("Loose Moose Location") and order a Michelob Ultra or enter without purchase. To enter, scan the QR marketing materials using a wireless mobile device with scanning capability and follow the on-screen instructions to complete the online entry form in full and submit the entry or visit the Contest Website. All fields on the entry form must be completed unless they are otherwise indicated as optional. Limit: one (1) entry per person per day. Entries submitted in any other manner and format other than what is outlined above will not be accepted.

3. **ELIGIBILITY:** To be eligible to win, you must: (i) be of legal drinking age; (ii) be a resident of Ontario; (iii) correctly answer a mathematical skill testing question. You are not eligible to win, (a) if you are an employee of SIR Corp. or the Prize Supplier (the "Sponsors"), and each of their respective affiliates, advertising or promotional agencies, franchisees, 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 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.

   PRIZES: There will be a total of sixty-two (62) prizes available to be won. Each winner will receive one (1) prize, selected at random from the following items: Team Canada Jersey, Team Canada T-shirt or Team Canada Hat. Jersey, shirt and hat size is subject to availability and Contest Administrator discretion. The approximate retail value ("ARV") of each is outlined below (the "Prize"):

   - 2 Team Canada Jerseys, ARV: $50
   - 20 Team Canada Hats, ARV: $20
   - 40 Team Canada T-shirts, ARV: $25

   The winner is not entitled to any monetary difference between the actual value and stated value of the Prize. Prize is not transferable and must be accepted as awarded with no substitutions in cash or otherwise, except at the Sponsors' sole discretion. Sponsors reserve the right to substitute a Prize of equivalent monetary value. if a Prize, or any part thereof, cannot be awarded as described for any reason. Sponsors will not be responsible for factors beyond Sponsors' reasonable control to prevent the Prize from being fulfilled. In any such event, the winner will not be provided with a substitute Prize or cash equivalent. Prize will only be released to the verified winner. The winner will be contacted by email within two (2) business days of the selection.

   If a selected entrant: (i) cannot be contacted within two (2) business days of the first attempted notification; and (ii) does not respond to a second attempt, they will forfeit the Prize and another entrant may be selected.

   Odds of winning the Prize will depend on the total amount of entries. Alcohol does not form part of the Prize.

5. **RELEASES, ETC.:** The winner releases the Sponsors and each of their respective advertising and promotional agencies, the contest judging organization, franchisees, provincial liquor authorities, beer distribution companies, parent companies and affiliates of the foregoing and all of their respective directors, shareholders, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any liability in connection with this Contest or the Prize. Before accepting and receiving the Prize, the winner must confirm compliance with the Official Rules.

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; or b) the theft, destruction or unauthorized access to, or alteration of, entries or the receipt and collection thereof;

7. **PERSONAL INFORMATION:** By entering this Contest, entrants consent to the collection, use and disclosure of their personal information only 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 and province only), 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 photos, ballots 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 the terms of this Contest, in whole or in part, at any time and without prior notice for any reason including but not limited to if any factor interferes with its proper conduct as contemplated by these Official Contest Rules.

10. **MISCELLANEOUS:** The act of entering the Contest constitutes acceptance of the Contest rules. All decisions of the Sponsors, or any contest judging organization as designated by them, are final and binding in all matters relating to this Contest. The 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 the Sponsors and will not be returned. No correspondence will be entered into except with selected entrants. Contest is subject to all applicable federal, provincial and municipals laws.

    Sponsors reserve the right at their sole discretion to disqualify, from this Contest and any future Contest or other promotion conducted by the Sponsors, any individual that they find or believe to be not in compliance with these Official Contest Rules, to be tampering with the entry process or the operation of the Contest or any of its technical or mechanical elements; 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 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.

    Subject only to applicable law and any required regulatory approval, the Sponsor reserves the right and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Official Contest Rules, to the extent necessary, for purposes of verifying compliance by any entrant or entry with these Official Contest Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsors affects the proper administration of the Contest as contemplated in these Official Contest Rules, or for any other reason.

    In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Contest Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these English Official Contest Rules shall prevail, govern and control to the fullest extent permitted by applicable 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.

12 **GOVERNING LAW:** All issues, disputes and/or questions concerning the validity and/or enforceability of these rules or the rights and obligations of any entrant or Releasees in connection with the Contest, shall be governed by and construed in accordance with the laws of the Province of Ontario.