

**Miller Lite x Real Sports Buffalo Bills Watch Party Experience January
11th, 2026 Giveaway
(the “Contest”)**

OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible to enter and win, you must be: (i) nineteen (19) years of age or older; (ii) a resident of Canada (excluding Quebec); and (iii) holds a valid passport. You are not eligible to enter or win, if you are: a) an employee, officer, director, agent or representative of Molson Canada 2005 (the “Sponsor”), or any of their respective affiliates and related companies, advertising or promotional agencies, the 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, any liquor licensee authorized by a provincial liquor authority; c) anyone involved in the development and/or administration of the Contest; or d) 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 January 9th, 2026 and all entries must be submitted and received by 4:00 pm ET on January 10th (the “Entry Deadline” and “Contest Closing Date”). To enter, entrants must enter through our link in social and follow the on-screen instructions to complete the online entry form in full and submit the entry. All fields on the entry form must be completed unless they are otherwise indicated as optional. Limit: one (1) entry per person.

The Releasees (as defined below) will not be responsible for illegible, incomplete, lost, misdirected, technical failures or late Entries, all of which will be void. For greater certainty and the avoidance of any doubt, you can use only one (1) email address to enter this Contest. If it is discovered by the Sponsor that any person has attempted to: (i) obtain more than the maximum stated number of Entries as outlined in these Official Contest Rules; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Contest; then he/she may be disqualified from the Contest and all of his/her Entries voided. Your Entry will be rejected if the Entries form is not fully completed with all required information and submitted and received by the Entry Deadline. Use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor. Entries submitted in any other manner and format other than what is outlined hereinabove will not be accepted. Entries must only be submitted by the entrant themselves and must not infringe upon the rights of any third party. Entries that do not comply with these Official Contest Rules or that contain prohibited, or inappropriate content such as illegal, immoral, offensive or defamatory, nor can they infringe upon the rights of any third party, person or otherwise as determined

by the Sponsor or its agent in their sole discretion will be disqualified. All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right 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.

- PRIZE:** There is one (1) prize (the "Prize") available to be won. The Prize consists of (1) Reservations for the winner, and up to four (4) guests to watch the Buffalo Bills Wild Card Game in the Miller Lite Tailgate booth at Real Sports Bar & Grill. Specifically the Grand Prize includes: up to five (5) seats in the Miller Lite Tailgate booth, one (1) \$250 Real Sports Bar & Grill gift card, Buffalo Bills merchandise exact merchandise to be determined in the Sponsor and MLSE's sole discretion). Winner's guests must be 19 years of age to participate in the prize. The Grand Prize is valued at approximately \$1,200 CAD

Prize is not transferable or assignable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right, in its sole discretion 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. The Releasees (as defined below) will not be responsible, however, if weather conditions, event cancellations, or other factors beyond Sponsor's reasonable control prevent a Prize or any part of a Prize from being fulfilled. In any such event, winner will not be provided with a substitute Prize or cash equivalent. Prize will only be released to the verified winner. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate eligible winner.

- DRAWING:** During the Contest Period, each Entrant must complete the following step to obtain one (1) entry into the Contest draw (each an "Entry" and collectively "Entries"):

On or around the start of the Contest Period, each Entrant must (on Instagram) tag a friend in the comments of the @Realsports Instagram account; each Entrant that tags a friend (the tag) will receive one (1) Entry into the Contest.

There is (1) limit on Entries per person during the Contest Period. All Entries will be declared invalid if they are late, illegible, incomplete, offensive, irregular, or mechanically or electronically reproduced. If it is discovered by the Contest Sponsor (using any evidence or other information made available to, or otherwise discovered by, the Contest Sponsor) that any person has attempted to use (or attempt to use) multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter the Contest more than once or to otherwise participate in or disrupt this Contest, he/she may be disqualified from the Contest, and any future contests of the Contest Sponsor, in the sole discretion of the Contest Sponsor.

The Contest Sponsor reserves the right, in its sole discretion, to require proof of identity or eligibility (in a form acceptable to the Contest Sponsor - including,

without limitation, government issued photo identification): (i) for the purposes of verifying an Entrant's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry entered (or purportedly entered) for the purposes of this Contest; or (iii) for any other reason the Contest Sponsor deems necessary, in its sole discretion, for the purposes of administering this Contest in accordance with these Official Rules. Failure to provide such proof to the satisfaction of the Contest Sponsor in a timely manner may result in disqualification of the Entrant, in the sole discretion of the Contest Sponsor.

Each potential winner of a Prize (a "Selected Entrant") may also be requested to provide the Contest Sponsor with reasonable proof that they are the authorized account holder of the Instagram account associated with the potentially winning Entry.

Entrants acknowledge the non-responsibility of Instagram and its officers, directors, employees and agents with regards to all aspects of the Contest. This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. Participants understand that all Contest information is provided to the Contest Sponsor and not directly to Instagram

5. **RELEASES, ETC.:** Before being declared a winner of a Prize, a selected entrant and their guest will be required to sign a Declaration of Compliance and a Release of Liability form, which (among other things): (i) confirms compliance with these Official Contest Rules; (ii) acknowledges acceptance of the applicable Prize as awarded; (iii) releases the Sponsor and its respective advertising and promotional agencies, any 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 and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) 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. The Releasees do not make, nor in any manner are responsible or liable for: (i) any warranty, guarantee or representation, expressed or implied, in fact or in law relative to any Prize, including but not limited to its quality, merchantability, fitness for purpose or mechanical condition; and (ii) are not liable for injury, loss or damage of any kind resulting from the acceptance, use or misuse of any Prize, travel related thereto (as applicable), or otherwise from participation in this Contest. Declaration and Release documents must be returned within the time-period indicated in the documents or the applicable Prize will be forfeited. Winner's guest must also sign and return a Declaration and Release of Liability form prior to travel and/or participating in the Prize. The name of guest cannot be changed once the Declaration and Release of Liability form has been received by Sponsor or its agent.

6. **LIMITATIONS OF LIABILITY:** Without limiting the limitations of liability set forth elsewhere in these Official Contest Rules and/or the Declaration of Compliance and Release of Liability, 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 capturing and/or processing of Entries; b) the theft, loss, 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 and/or entry to be captured or recorded for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; e) damage to a participant's or other person's system occasioned by participation or downloading of materials in this Contest; f) any typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, these Official Contest Rules, the selection and/or announcement of eligible winner(s), and/or the distribution of any Prize(s); and/or g) any combination of the above.
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, including, but not limited to, for the purpose of receiving one or more messages, whether electronic or not, from the Sponsor or its designated representative, which may provide entrants with information regarding the Contest or otherwise further the administration of the Contest. The entrant will be deemed to have solicited these messages from the Sponsor by virtue of entering the Contest. By accepting a Prize, the winner's 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. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.
8. **INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the relevant entity to which such intellectual property is associated, including, without limitation, by the Sponsor or any other entity involved in this Contest, and/or their respective affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

9. **COPYRIGHT-PROTECTED WORK:** By submitting an Entry into the Contest, the entrant represents and warrants that the Entry submitted is original to the entrant, and all right, title, and interest (including copyright) thereto is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsor to use the Entry as contemplated herein; and that the Entry does not infringe upon the intellectual property or other statutory or common law rights of any third party. The entrant further represents and warrants that their friend or family member has consented to the use of any copyrighted material that may be owned or controlled by the friend or family member for the Contest. In consideration for the opportunity to participate in the Contest, the entrant hereby (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Entry, in whole or in part, for advertising or promoting the Contest, or, for any other reason; (ii) waives all moral rights in and to his/her Entry in favour of the Sponsor (and anyone authorized by the Sponsor to use the Entry); and (iii) agrees to release, indemnify and hold harmless the Releasees from and against any and all claims related, directly or indirectly, to his/her Entry – including, without limitation, claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action.
10. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate, amend or suspend 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.
11. **MISCELLANEOUS:** All decisions of the Sponsor, or any contest judging organization as designated by them, are final and binding without right of appeal in all matters relating to this Contest and by entering this Contest, all entrants agree to be bound by these Official Contest Rules. The Releasees will not be responsible for illegible, incomplete, lost, postage-due, misdirected, affected by technical failures, errors or late Entries which will be void. Any use of automated devices is prohibited. All Entries become the property of Sponsor and will not be acknowledged or returned. No correspondence will be entered into except with selected entrants (or any other entrant(s) as deemed necessary by the Sponsor). Contest is subject to all applicable federal, provincial, and municipal laws. In the event of a dispute regarding who submitted an 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. An entrant may be required to provide Sponsor with proof (in a form acceptable to the Sponsor – including, without limitation, government-issued photo identification) that he/she is the authorized account holder of the e-mail address associated with the Entry in question.

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 TO 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.

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 Sponsor 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.

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 regards to any matter relating to this Contest.