



## **Enter for a Chance to Win a Paddle Board**

(the “Contest”)

### **OFFICIAL CONTEST RULES**

#### **1. ELIGIBILITY**

To be eligible to participate in the Contest, you must: (i) be a resident of Quebec or Ontario; and (ii) be of legal drinking age in the province or territory of your residence at the time of entry.

You are not eligible to participate in the Contest or win a prize if you are:

- a) an employee, representative or agent of Molson Coors Beverage Company or Franchise MTY Inc. (hereinafter the “Sponsor(s)”), or any of their affiliated or related companies, advertising or promotional agencies, contest supervision organization, any participating establishment or prize supplier;
- b) an employee or subcontractor of a provincial liquor board, a beer distribution company, a participating licensed establishment or any liquor licence holder authorized by a provincial liquor board;
- c) a person who participated in the development or administration of the Contest; or
- d) an immediate family member (defined as parents, siblings, children and spouse, regardless of where they reside) or a household member (related or not) of any of the persons listed above.

#### **2. HOW TO ENTER**

##### **NO PURCHASE REQUIRED.**

The Contest begins on June 15, 2026 at 11:01 a.m. ET, and all entries must be submitted and received no later than August 23, 2026 at 11:59 p.m. ET (the “Contest Period”) at the 31 participating Toujours Mikes restaurants in Quebec and Ontario (the “Participating Establishment(s)”).

To enter, order five (5) 330 ml bottles of Sol beer for thirty dollars (\$30), plus applicable taxes, and receive a card with a digital QR code, while supplies last. You may also enter without purchase by asking serving staff at one of the Participating Establishments for an entry card with a digital QR code, unless otherwise indicated.

To register, scan the QR code using a compatible mobile device, then follow the on-screen instructions to complete and submit the online entry form. The form requires your date of birth (DD, MM) and contact information, including full name, email address, phone number, participating location/restaurant and mathematical skill-testing question. All fields on the form must be completed, except those marked as optional.

### **Participating Locations**

1. Toujours Mikes L’Ancienne-Lorette, 1191 Autoroute Duplessis, L’Ancienne-Lorette, QC, G2G 2B4
2. Toujours Mikes Baie-Saint-Paul, 945 boul. Mrg de Laval, Baie-St-Paul, QC, G3Z 2W1
3. Toujours Mikes Berthierville, 1021 avenue Gilles-Villeneuve, Berthierville, QC, J0K 1A0
4. Toujours Mikes Blainville, 360 boul. de la Seigneurie, Blainville, QC, J7C 5A1
5. Toujours Mikes Bromont, 22 rue St-Hubert, Bromont, QC, J2L 3M8
6. Toujours Mikes Brossard, 6200 boul. Taschereau #103, Brossard, QC, J4W 3J8
7. Toujours Mikes Charlesbourg, 7900 boul. Henri Bourassa, Charlesbourg, QC, G1H 3G3
8. Toujours Mikes Chicoutimi, 425 Racine Est, Chicoutimi, QC, G7H 1T5
9. Toujours Mikes Delson, 62 Rte 132, Suite 110, Delson, QC, J5B 0A1
10. Toujours Mikes Dolbeau-Mistassini, 1701 Walberg, Dolbeau-Mistassini, QC, G8L 1H7
11. Toujours Mikes Granby, 603 rue Principale, Granby, QC, J2G 2X9
12. Toujours Mikes Kirkland, 2945 St-Charles, Kirkland, QC, H9H 3B5
13. Toujours Mikes La Malbaie, 665 boul. de Comporté, La Malbaie, QC, G5A 1T1
14. Toujours Mikes Lévis, 110 boul. Kennedy, Lévis, QC, G6V 6C9
15. Toujours Mikes Montréal, 7275 Sherbrooke E, Suite 148, Montréal, QC, H1N 1E9
16. Toujours Mikes L’Ormière, 9700 boul. L’Ormière, Neufchâtel, QC, G2B 4C4
17. Toujours Mikes Bouvier, 4825 boul. Pierre-Bertrand, Suite 150, Québec, QC, G2K 0N2
18. Toujours Mikes Repentigny, 135 rue Louvain, Repentigny, QC, J6A 8J7
19. Toujours Mikes Rouyn-Noranda, 4 Rue Perreault E, Rouyn-Noranda, QC, J9X 3C2

20. Toujours Mikes Ste-Marie, 1116 boulevard Vachon N, Sainte-Marie-de-Beauce, QC, G6E 1N7
21. Toujours Mikes Sherbrooke, 735 King E, Sherbrooke, QC, J1G 3T4
22. Toujours Mikes Saint-Félicien, 1053 boul. Sacré-Cœur, Saint-Félicien, QC, G8K 1R3
23. Toujours Mikes Promenade St-Bruno, 1240 des Promenades, St-Hubert, QC, J3Y 5K2
24. Toujours Mikes St-Hyacinthe, 2325 boul. Casavant O, St-Hyacinthe, QC, J2S 7E5
25. Toujours Mikes St-Jean, 419 rue St-Jacques, St-Jean-sur-Richelieu, QC, J3B 2M1
26. Toujours Mikes St-Jérôme, 340 boul. des Laurentides, St-Jérôme, QC, J7Z 4L7
27. Toujours Mikes Côte-Vertu, 3500 boul. de la Côte-Vertu, Suite 105, St-Laurent, QC, H4R 2X7
28. Toujours Mikes St-Nicolas, 1810 route des Rivières, Suite #1, St-Nicolas, QC, G7A 2P6
29. Toujours Mikes St-Sauveur, 110 ave Guindon, St-Sauveur, QC, J0R 1R6
30. Toujours Mikes Victoriaville, 451 boul. Jutras E, Victoriaville, QC, G6P 7H4
31. Toujours Mikes Timmins, 355 Algonquin Blvd E, Timmins, ON, P4N 1B5

Limit: one (1) entry per person, per mobile phone number and per email address, per day.

The Released Parties, as defined below, shall not be responsible for illegible, incomplete, lost, misdirected, late or technically affected entry forms; such entries will be deemed void. For greater certainty, you may use only one (1) email address to enter the Contest. If the Sponsors discover that a person has attempted to: (i) submit more entries than the maximum number permitted under these Official Rules; and/or (ii) use or attempt to use multiple names, identities and/or email addresses to enter, that person may be disqualified and all of their entries may be voided.

Any incomplete entry or entry not received before the deadline will be rejected. The use or attempted use of multiple names, identities, email addresses and/or any automated system, including macros, scripts, robots or similar, to enter or disrupt the Contest is prohibited and constitutes grounds for disqualification by the Sponsors.

All entries may be subject to verification at any time, for any reason. The Sponsors reserve the right to require proof of identity and/or eligibility, in a format deemed acceptable, including, without limitation, government-issued photo identification. Failure to provide such proof within the prescribed timeframe may result in disqualification.

### 3. PRIZES

There are thirty-one (31) prizes, each a “Prize,” available to be won. The number of Prizes and their approximate retail value are listed below.

<b>Prize</b>	<b>Number Available</b>	<b>Approximate Value per Prize</b>
Sol Paddle Board*	Thirty-one (31)	\$365 CAD

\*10FT INFLATABLE PADDLE BOARD

BLACK BACKPACK BAG

3 FINS

ALUMINUM PADDLE / HAND PUMP / VELCRO STRAP

Each winner may pick up the Prize at the Participating Establishment selected when entering the Contest within approximately four (4) weeks following the official declaration of the winner. Each winner is responsible for all costs associated with picking up the Prize. Prizes may differ from those shown in promotional materials.

Prizes are not transferable or assignable and must be accepted as awarded, with no cash or other substitution, except at the sole discretion of the Sponsor. The Sponsor reserves the right, at its sole discretion and subject to applicable laws, to substitute a Prize, or any portion thereof, with another prize of equivalent value if the Prize cannot be awarded as described for any reason. The winner is responsible for all costs and expenses related to the Prize, including, without limitation, personal expenses and taxes.

The Released Parties, as defined below, shall not be held responsible if weather conditions, event cancellations or other factors beyond their reasonable control prevent the awarding of all or part of a Prize. In such case, no substitute prize or cash equivalent will be offered. Prizes will be awarded only to verified winners.

The Prize is subject to the terms and conditions of use established by the Prize supplier. Additional restrictions may apply. No warranty applies other than those provided by the manufacturer or Prize supplier. The Sponsor assumes no responsibility for the Prize once it has been awarded.

If a winner fails to claim their Prize within the timeframe provided herein, they may be disqualified and the Prize may be awarded to another entrant.

The Sponsor cannot be held responsible for any changes made by a selected entrant to their contact information, or for emails not received, not delivered or claimed by another

person due to an incorrect email address, spam filter, firewall or full inbox. Limit of one (1) Prize per household.

#### **4. PRIZE DRAW**

On or about August 31, 2026, at 12:00 p.m. Eastern Time (“ET”), at the Sponsor’s offices located at 111 Robert-Bourassa Boulevard, 9th Floor, Montreal, QC, H3C 2M1, thirty-one (31) random draws will be conducted from among all eligible entries received during the Contest Period to select thirty-one (31) winners.

The Sponsor will attempt to notify selected entrants by telephone and/or email.

Before being declared a winner of a Prize, each selected entrant must correctly answer, without assistance of any kind, whether mechanical, electronic or otherwise, a time-limited mathematical skill-testing question administered through the online entry form.

If:

- (i) a selected entrant cannot be contacted within five (5) business days;
- (ii) the entrant is unable to correctly answer the mathematical skill-testing question;
- (iii) the entrant fails to sign and return the Declaration and Release forms within the prescribed time period specified therein; or
- (iv) the entrant is unable to accept and/or pick up the Prize for any reason within four (4) weeks at the applicable Participating Establishment;

then the Prize will be forfeited and may be awarded to another eligible entrant.

The odds of winning a Prize depend on the total number of eligible entries received during the Contest Period.

#### **5. RELEASE OF LIABILITY**

Before being declared a winner, a selected entrant may be required to sign a Declaration and Release Form which, among other things:

- (i) confirms compliance with these Official Contest Rules;
- (ii) acknowledges acceptance of the Prize as awarded;
- (iii) releases the Sponsor, Participating Establishments, their respective advertising and promotional agencies, contest administration organizations, provincial liquor boards, beer distribution companies and their parent and affiliated companies, together with all of their directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the “Released Parties”) from any liability whatsoever relating to this Contest, the winner’s participation in the Prize, the awarding, use or misuse of the Prize, or any portion thereof;

(iv) authorizes the Sponsor to collect, use and disclose the winner's personal information;  
and

(v) confirms the winner's consent to the publication, reproduction and use of their name, address, voice, statements regarding the Contest, photograph or other likeness, without compensation, in any advertising or publicity carried out by or on behalf of the Sponsor, in any media whatsoever, including but not limited to print, broadcast and Internet media.

If a winner is unable to accept a Prize as awarded for any reason, or fails to comply with these Official Contest Rules, that winner shall forfeit all rights to the Prize.

## **6. LIMITATION OF LIABILITY**

Without limiting the generality of the liability limitations set out in these Official Contest Rules or in any Declaration and Release Form, and for greater certainty, the Released Parties shall not be responsible for:

a) incorrect 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 during the entry process;

b) theft, loss, destruction of, unauthorized access to, alteration of, or failure to receive or process entries;

c) technical problems or malfunctions of telephone networks or lines, computer online systems, servers, providers, computer equipment, software, viruses or bugs;

d) the failure of any email, text message or other communication to be received or transmitted, or any entry to be captured or recorded, for any reason whatsoever, including but not limited to traffic congestion on the Internet or any website, or any combination thereof;

e) damage to a participant's or any other person's computer system resulting from participation in the Contest or downloading any material related to the Contest;

f) typographical, printing or other errors in connection with the offering or administration of the Contest, including errors in advertising, these Official Contest Rules, winner selection, winner announcements or Prize distribution; and

g) any combination of the foregoing.

## **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 and in accordance with

applicable laws, including, without limitation, receiving one or more electronic or non-electronic communications from the Sponsors or their designated representatives relating to the Contest or otherwise facilitating its administration.

By participating in the Contest, entrants shall be deemed to have requested such communications from the Sponsors.

Personal information may be used or shared among the Sponsors and their subsidiaries or affiliated companies, or disclosed to third parties in accordance with our Privacy Policy available at:

<https://www.molsoncoors.com/fr/politique-confidentialite>

By accepting a Prize, each winner consents to the collection, use and public disclosure of their name, city, province/territory of residence, voice, statements and photographs or other likenesses for advertising and promotional purposes related to the Contest in any media or format whatsoever, including, without limitation, the Internet, without further notice, authorization or compensation.

Personal information will not otherwise be used or disclosed without the participant's consent.

Nothing in this section shall limit any other consent that an individual may provide to the Sponsors or other parties regarding the collection, use or disclosure of personal information.

## **8. ERRORS**

Any URLs, online platforms, cards, packaging (if applicable), or other materials used in connection with this Contest that have been tampered with, mutilated, altered, forged, reproduced, obtained illegitimately, stolen, rendered illegible, damaged, or which contain printing, production or other errors, are void and ineligible.

## **9. RIGHT TO TERMINATE, SUSPEND OR MODIFY**

Subject to obtaining approval from the Régie des alcools, des courses et des jeux du Québec, where required, the Sponsors reserve the right to terminate, modify or suspend this Contest, in whole or in part, at any time and without notice, should any factor interfere with its proper conduct as contemplated by these Official Contest Rules.

## **10. GENERAL CONDITIONS**

All decisions of the Sponsor, or any contest administration organization designated by the Sponsor, are final and binding with respect to all aspects of this Contest, and all participants agree to be bound by these Official Contest Rules.

The Released Parties shall not be responsible for illegible, incomplete, lost, misdirected, delayed or improperly transmitted entries resulting from cellular telephone failures, text message transmission errors, email failures or any other failures. Such entries shall be deemed null and void.

The use of automated entry systems is prohibited.

All entry forms become the property of the Sponsor and will not be acknowledged or returned.

Only selected entrants will be contacted, unless the Sponsor, in its sole discretion, deems it necessary to contact another participant.

The Contest is subject to all applicable federal and provincial laws and municipal regulations.

In the event of a dispute regarding the identity of the person who submitted an entry, the entry shall be deemed submitted by the authorized account holder associated with the mobile device or email address used to submit the entry.

“Authorized account holder” means the natural person to whom a cellular telephone number or email address has been assigned by a service provider.

An entrant may be required to provide proof, in a form acceptable to the Sponsor, including but not limited to government-issued photo identification, that they are the authorized account holder associated with the entry in question.

The Sponsor reserves the right, in its sole discretion, to disqualify any person from this Contest, and from any future contest or promotion conducted by the Sponsor, who is found to be in violation of these Official Contest Rules, who tampers with the entry process or the operation of the Contest, or who acts in a disruptive, unsportsmanlike, abusive, threatening or harassing manner.

ANY PARTICIPANT OR OTHER PERSON WHO DELIBERATELY DAMAGES ANY WEBSITE OR OTHER TECHNOLOGY OR EQUIPMENT USED IN CONNECTION WITH THE CONTEST, OR ATTEMPTS TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST, MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

Subject only to applicable laws and any required regulatory approvals, the Sponsor reserves the right, without prior notice, to amend any dates, deadlines or other provisions contained in these Official Contest Rules as necessary for the purpose of verifying compliance with these Rules, addressing technical or operational issues, or dealing with

any other circumstance that, in the Sponsor's opinion, interferes with the proper administration of the Contest.

In the event of any discrepancy or inconsistency between the French version of these Official Contest Rules and any promotional materials or other Contest-related documents, the French version of these Official Contest Rules shall prevail and govern to the fullest extent permitted by applicable law.

## **11. LIQUOR BOARDS**

Provincial liquor boards are not associated with this Contest in any manner whatsoever and shall bear no responsibility in relation to any matter concerning this Contest.

## **12. GOVERNING LAW**

The Contest is governed by the laws of the Province of Quebec and the applicable federal laws of Canada.

By entering the Contest, participants agree unconditionally to these Official Contest Rules and to all decisions of the Sponsors, which are final and binding on all matters relating to the Contest.

Each participant agrees, to the fullest extent permitted by law, that any legal proceeding arising out of or relating to the Contest shall be brought exclusively before the courts of the Province of Quebec, Judicial District of Montreal, and expressly attorns to the jurisdiction of such courts.