

***#CelebrateWithSpearhead***  
**Official Rules and Regulations**

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ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST OFFICIAL RULES. THIS CONTEST IS LIMITED TO ONE ENTRY PER PERSON, PER DAY (ONE ENTRY PER 24 HOUR PERIOD).

1. **CONTEST PERIOD:** The #CelebrateWithSpearhead (“Contest”) is brought to you by Spearhead Brewing Company (“Sponsor”). Contest Start Date: 12:00 noon Eastern Standard Time (EST), December 3rd, 2017. Contest Close Date: 11:59 pm EST, December 31<sup>st</sup>, 2017.
2. **HOW TO ENTER: NO PURCHASE NECESSARY.** Find any Spearhead product at any LCBO location, take a photo that includes you as well as the product celebrating the holiday season and submit it on any of Spearhead Brewing Company’s social media (Twitter, Facebook, or Instagram) and include #CelebrateWithSpearhead Confirm that you have read and agree to be bound by these Official Rules. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.
3. **ENTRY LIMIT:** Limit of one (1) contest entry per person, per day during the Contest Period. All entries must be submitted on one of the above mentioned Spearhead Brewing Company’s social media outlets using a unique username and photo. Only one (1) unique entry may be used by any one (1) person to participate in the Contest per day. Individuals who attempt to submit multiple contest entries using multiple entries will be disqualified. An entrant may only enter the Contest via the method described above.
4. **ELIGIBILITY:** To enter and be eligible to win, a person must be of legal drinking age and a legal resident of Ontario outside the Province of Quebec.

You are not eligible to enter or win if you are an employee of Spearhead Brewing Company, Sam Roberts Band or Universal Records or an immediate family member of such an employee residing in the same household. Potential winners will be required to correctly answer a time-limited, arithmetic skill testing question supplied by contest Sponsor at a pre-determined mutually convenient time, and will be required to provide proof of identity and residency before being deemed the official winner.

4. **PRIZES:**

One (1) selected winner will receive a private tour and tasting at Spearhead Brewing Company for 10. (all participants must be of legal drinking age in Ontario).

The prize must be accepted as awarded without substitution and cannot be transferred to another person, substituted for another prize, or exchange in whole or in part for cash.

**SELECTION PROCESS:** On January 1<sup>st</sup>, 2018 at approximately 12:00 noon EST in Toronto, Ontario, the winner will be selected from all entries. Odds of winning depend on the total number of eligible entries received.

Following selection of a potential winner, and confirmation of the eligibility of the selected entrant and his/her compliance with these Official Rules, the Sponsor reserves the right (but shall not have the obligation) to announce a winner's name and city of residence at a time and in a manner selected by the Sponsor, in its sole and absolute discretion.

The selected eligible winner will be notified by the Sponsor or its agents or representatives, by social media via the social media outlet used to enter the Contest, within two (2) days of Contest winner selection date. The selected eligible winner must acknowledge receipt of this notification, to Sponsor or its agents or representatives in form of return social media, within (10) days of the initial contact attempt. If the selected entrant cannot be contacted within ten (10) days of the initial attempt or if there is a return of any prior notification as undeliverable or if the selected entrant does not acknowledge receipt of notification within (10) days of initial contact attempt, the selected entrant will be disqualified and an alternate entrant will be selected from among the remaining eligible entries. The process will be repeated until a selected entrant has been contacted or there are no more eligible entries, whichever comes first.

6. **SELECTED ENTRANTS:** Eligible winners will be required to successfully answer a provided skill testing question, sign a Declaration of Compliance with the Official Rules and an affidavit of eligibility, and a release of Spearhead Brewing and Sam Roberts Band, and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any liability or claims in connection with this promotion or the prize. Declaration and Release documents must be officially notarized and returned within fourteen (14) business days of the date the paperwork was initially emailed to the selected entrant, or prize will be forfeited and potential winner disqualified. By accepting the prize, the winner consents to the use of his or her name, voice, statements relating to the promotion of Sponsor, and photographs or other likenesses, without further compensation, in any publicity and/or media carried out by Sponsor or any related entities in connection with this promotion, worldwide and in perpetuity, in any and all forms of media now known or hereafter devised, including without limitation the Internet, unless prohibited by law. The prize shall be awarded no later than seven (7) weeks after the Contest Draw, provided that the winner has complied with all of the requirements set forth herein. If a potential winner is found to be ineligible, declines to accept the prize, or in the event that a prize confirmation or prize is returned undeliverable, the prize will be awarded to another entrant.
7. **CONDITIONS OF ENTRY:** Entrants (i) acknowledge compliance with these official rules including all eligibility requirements; (ii) consent to the broadcast, publication and/or use, in any medium whatsoever, including any websites operated by the Sponsor, of the entrant's name and his/her participation in the prize, for publicity purposes carried out by the Sponsor or its respective advertising and promotional agencies without payment or compensation of any kind; and (iii) agree that Releases are not responsible for any problems or technical malfunction of any telephone network or lines, microsite, incorrect or inaccurate transcription of entry information, or for any

human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any microsite, website or online service, or any other error or malfunction. Entries that have been submitted through illicit means, or do not conform with or satisfy any or all conditions of these Official Rules will be judged void. If, for any reason, the contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest, Sponsor reserves the right, to cancel, terminate, modify or suspend the contest in part or in full. Sponsor reserves the right to disqualify any entrant that tampers with the operation of this contest or website or violates the Official Rules of this contest. All decisions of Sponsor are final and binding in all matters relating to this promotion. By entering the contest, entrants agree to abide by the contest rules and decisions of the independent contest organization, which are final.

8. **Disqualification:** In the event that it is discovered that an entrant has entered more than once in any given day using different and/or the same name, he/she will be disqualified, his/her entry will be null and void, and the entrant will not be entitled to claim the prize. If a dispute arises regarding who submitted an online entry, the entry will be deemed to be submitted by the entry name used at time of entry submission.
9. All entries become the property of the Sponsor. No communication will take place with entrants in relation to the entrant's contest submission or their contest eligibility, except with the entrant selected as the potential winner.
10. Entrant(s) and/or the winner assume liability for injuries caused, or claimed to be caused by participating in the promotion, by the acceptance, possession, or use of any prize awarded, including but not limited to claims/damages for personal injury, or property damage.
11. This contest is subject to all applicable federal, provincial and municipal laws and regulations.
12. **DISCLOSURES:** The entrant acknowledges and understands that information provided by the entrant to the contest is being submitted to the Sponsor and affiliated contest administrators, in line with Sponsor's privacy policies.
14. The entrant acknowledges that by entering this contest they are consenting to receiving promotional material from Spearhead Brewing, Sam Roberts Band and Universal Records, such as email newsletters and social media content. The entrant may opt-out of receiving these promotional materials at any time by following the "unsubscribe" link provided at the bottom of each promotional email or informing each sponsor directly.
15. The entrant agrees and understands that by taking part in any online activity - be it Facebook posting, liking, or any other Spearhead Brewing Company or Sam Roberts Band page or contest related interaction, they will be doing so outside of the conditions of this contest. The entrant understands that they are solely responsible for their participation in such activity and resultant outcomes in line with policies and procedures (and all other parties which may be involved), and

releases Sponsor and affiliated contest administrators from all legal obligations, activities, winnings, liability or damages, perceived or otherwise affiliated with such activity. Entrants agree that such activities or abstaining from such activities does not in any way affect the entrant's eligibility, or outcome of this contest.

16. Any attempt by an entrant or other individual, to deliberately damage any website or undermine the legitimate operation of this promotion, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Any person engaging in any of the foregoing activities will be disqualified.
17. We respect your right to privacy of your personal information.
18. The Sponsors of this contest are: Spearhead Brewing Company.