

# 2023 Monster Snowboard – MacEwen/Quickie Program

## (the “Contest”)

### COMPLETE CONTEST RULES (the “Rules”)

#### HOW TO ENTER

1. **NO PURCHASE NECESSARY.** To be eligible for a chance to win a Prize (as defined below) in this Contest, scan the QR code provided after purchasing any Participating Products (as defined below) from a Participating Retailer (as defined below) during the Contest Period and fill out the entry form, while supplies last. The Contest opens on 12:00:00 am Eastern Time (“ET”) January 1<sup>st</sup>, 2023 and ends at 11:59:59 pm ET, February 28<sup>th</sup>, 2023 (“Contest Closing Date”) (the “Contest Period”). Limit of one (1) entry, per person, per day. Any personal information submitted will be used for the purposes of contest administration and for no other reason unless specifically provided on the entry form.

**Written Alternate Method of Entry:** To enter without making a purchase during the Promotion Period, entrants may hand print their name, address (P.O. Boxes are not permitted), phone number, email address, and their date of birth on a 5" wide x 3" tall piece of paper and provide it to the Participating Retailer to receive a QR code.

#### ODDS

2. The odds of winning determined by total number of valid entries received.

#### PRIZE DESCRIPTION

3. Three (3) prizes to be won, consisting of a Monster Energy® branded Snowboard (bindings and boots are not included) (ARV \$650.00 CAD) (each a “Prize”). All costs and expenses not specifically paid for as part of the Prize are the winner’s responsibility.

#### GENERAL

4. Sponsor will conduct a random draw to select Prize winners. The draw will be held on March 3<sup>rd</sup>, 2023. Winners will be notified by email or phone and can arrange for pick up or shipping of Prizes from the Participating Retailer or Sponsor following submission to Sponsor (as defined below) of a duly signed Release & Declaration form.

5. The Contest is conducted by Coca-Cola Canada Bottling Limited (the “Sponsor”) and is open only to residents of Canada, who are at least the age of majority in their province/territory of residence but excludes the employees (including persons with whom they are domiciled) of Sponsor, Coca-Cola Ltd., the Participating Retailer in which the Contest was held, if applicable, their affiliates, licensors, associates and authorized bottlers and distributors of Coca-Cola® products, and their respective advertising and promotional agencies, and the Contest judges, as applicable. Submissions through groups and/or charities will not be accepted.

6. Participating Products in this promotion are the following: Monster Energy®, Nos®, Full Throttle® and Reign® 458 mL to 473 mL beverages (the “Participating Products”). “Participating Retailers” are participating MacEwen and Quickie convenience retail locations in Canada.

7. None of Sponsor, Coca-Cola Ltd., their affiliates, licensors, associates and authorized bottlers and distributors of Coca-Cola® products, or their respective directors, officers, shareholders, partners, employees, agents, or representatives (“Releasees”) shall be responsible in any way for the use of or bear any liability whatsoever in any way attributable to the Prize awarded in the Contest.

8. All entry forms become the property of Sponsor, for any and all purposes, and will not be returned. None of the Releasees will be responsible for entry forms delayed, stolen, misdirected, lost or destroyed or for any problems or technical malfunction during the Contest Period. The Sponsor is not responsible for any errors or omissions with respect to the printing or advertising of the Contest and reserves the right to withdraw, amend or cancel the Contest in the event of a printing, administrative or other error. In the event, due to a printing, manufacturing, mechanical or other error, more prizes are claimed than are intended to be awarded according to the Rules, prizes will stop being awarded when the Sponsor becomes aware of an error respecting the number of prizes and the Sponsor

reserves the right, in its sole and absolute discretion, to conduct a random draw from amongst all eligible entrants to award the advertised prizes. In no event will the Sponsor be liable for more than the stated number of prizes contained in the Rules.

9. Each entrant eligible to win a Prize will be required to sign a declaration confirming understanding, compliance with and acceptance of the Rules and acceptance of the Prize and a release of all liability satisfactory to Sponsor before being declared the winner (Declaration and Release”).

10. Sponsor retains the right, in its absolute discretion, to make substitutions of equivalent kind or value in the event of the unavailability of any component of the Prize for any reason whatsoever. The Prize is not transferable and must be accepted as awarded. No cash surrender value.

11. The Contest is subject to all applicable laws and shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein. Decisions of Sponsor are final with respect to all aspects of the Contest.

12. Sponsor reserves the right at its sole discretion to withdraw, suspend or terminate this Contest, in whole or in part, or modify it in any way, at any time without prior notice.

13. The Sponsor accepts no responsibility for loss, damage or claims caused by the Prize or Contest. By entering, entrant releases and holds harmless the Releasees and all of their respective directors, officers, shareholders, partners, employees, agents, successors and assigns (collectively, the “Contest Entities”) from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or any Prize. Without limiting the release of liability provisions herein, and for greater certainty, the Contest Entities will not be liable for: a) any incorrect or inaccurate information 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 in the Contest; b) any error, omission, interruption, deletion, defect or delay in any transmission in connection with the Contest; c) any communications line failure, theft, destruction or unauthorized access to, or alteration of, entries; d) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of email which may occur for any reason whatsoever, including technical problems; or (e) death, injury or damage to persons or property which may be caused or result from, directly or indirectly, in whole or in part, your participation in the contest or receipt or use of any prize.

14. Except where prohibited, participation in the contest constitutes your consent for Sponsor and its designees to use your name, prize information, likeness, and place of residence for promotional purposes in any media without further consideration. Winner names and contact information may also be shared with Participating Retailers in order to administer the Contest.

15. The Sponsor reserves the right at its sole discretion to disqualify any individual from the Contest, and to ban that individual from any future promotion of the Sponsor, if the Sponsor finds or believes such individual to be tampering with the entry process or the operation of the Contest; to be acting in violation of the Rules or in an unsportsmanlike or disruptive manner; or with intent to annoy, abuse, threaten or harass the Sponsor, the Sponsor’s agencies, other entrants or any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.