



VOID IN ALL PROVINCES OUTSIDE OF MANITOBA AND WHEREVER PROHIBITED. DO NOT ENTER THIS CONTEST IF YOU ARE NOT 18 OR OLDER AND NOT CURRENTLY RESIDING IN MANITOBA. THIS CONTEST WILL BE CONSTRUED AND EVALUATED ACCORDING TO CANADIAN LAW.

"ADL 75th Anniversary Scan your AIR MILES[®]+ Card for a chance to win 75,000 AIR MILES[®]+ REWARD MILES"

OFFICIAL RULES

CONTEST PERIOD: The contest begins at 9:00:01 a.m. Central Standard Time ("CST") on September 1, 2021 and ends at 11:59:59 p.m. CST on October 31, 2021 (the "Contest Period").

NO PURCHASE NECESSARY. To enter without purchase, please send an email with your name, address, phone number and AIR MILES[®] Collector Number to:

marketing@mbl.ca

Subject line: ADL 75th Anniversary Scan to Win

Only one email entry per collector per day will be accepted. Any entry submitted using an automatic entry device or program will be disqualified. Email entry must be received by 11:59 PM CST on October 31, 2021 to be valid.

HOW TO ENTER. You may also enter by visiting any Manitoba Liquor Mart, during the Contest Period, swiping your AIR MILES[®]+ Card and purchasing 2 or 3 of the following participating products ("Participating Products") in one transaction to earn one (1) entry at any Manitoba Liquor Mart during the Contest Period.

#984	Alberta Premium Rye Whisky	750 ml
#3012	Alberta Pure Vodka	1140 ml
#21008	Alberta Springs Rye Whisky	750 ml
#33869	Northern Keep Vodka	750 ml
#350397	Banff Ice Vodka	750 ml

If a potential entrant is not an AIR MILES Collector, they may enroll in the AIR MILES Reward Program by visiting airmiles.ca. By enrolling to become an AIR MILES Collector, you agree to be bound by the terms and conditions of the AIR MILES Reward Program.

For the purposes of these Official Rules, the entrant is the individual in whose name the AIR MILES Collector Number has been established and this is the individual to whom the prize will be awarded if he/she is selected and declared a winner.

Valid entries received during the Contest Period will be eligible for the drawing on or about **November 22, 2021** (see below, for drawing details). Proof of mailing, e-mailing and/or registering does not constitute proof of delivery or receipt by Sponsor. By entering, entrants acknowledge compliance with these Official Rules, including all

eligibility requirements and agree to waive all rights and remedies at law or in equity for any claim they may have relating to this promotion. All entries become the property of Sponsor and will not be returned.

Winner will be determined in a random drawing from among all eligible entries. A random selection will be made on or about **November 22, 2021**, from all email entries and Participating Product purchase entries submitted during the Entry Period. Each purchase equals one contest entry. Odds of winning will depend on the total number of eligible entries received. **The draw will be managed and executed by Manitoba Liquor & Lotteries. Odds of winning will be determined by the total number of eligible entries received.** Winner will be notified by phone, mail or e-mail on or about **December 6, 2021**. Winning is contingent upon fulfilling all requirements of these Official Rules. To be declared a prize winner, the selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by mail, email or telephone. If a selected entrant fails to correctly answer the skill testing question, then they will be disqualified and another entrant may (at the discretion of the Sponsor) be randomly selected.

Prize: One Grand Prize of **75,000 AIR MILES[®]† Reward Miles**.

The approximate retail value of an AIR MILES Reward Miles Prize depends on the chosen method of redemption, available Reward options at the time of redemption and the set preference between AIR MILES Cash and AIR MILES Dream Accounts. If redeemed with AIR MILES Cash, 95 Cash Miles can be used in-store for \$10 towards purchases at participating AIR MILES Partners or 95 Cash Miles can be used online for eVouchers for \$10 worth of value at participating Reward Partners. If redeemed for flights (1200 Reward Mile minimum required for flight redemption), value depends on destination chosen, date of travel and use of multiple carriers or suppliers. For example, one return economy flight in low season, departure from Toronto, Ontario to Winnipeg, Manitoba is 2,000 AIR MILES Reward Miles and has an approximate value of \$525.00 (Canadian), excluding taxes. Winner must pay applicable taxes, related transportation fees, governmental levies, excess baggage and other non-ticket costs. The value of AIR MILES Reward Miles used for non-flight Reward options depends on Reward options in effect at the time of redemption. AIR MILES Reward Miles prize is subject to the Terms and Conditions of the AIR MILES Reward Program as amended from time to time. AIR MILES Reward Miles Prize is not transferable or convertible to cash and must be accepted as awarded.

Any difference between the stated ARV and actual value of prize will not be awarded in any form. Dollar amounts are expressed in Canadian currency. Prizes are non-transferable and no prize substitutions or cash redemptions are allowed except by Sponsor in its sole discretion, or as otherwise provided herein. Beam Suntory may substitute a prize of equal or greater value if an advertised prize becomes unavailable. All income taxes on prizes are the winners' sole responsibility. All prizes will be awarded according to these rules and distributed no later than **January 6, 2022** provided they are claimed in accordance with these Rules.

Winners must provide valid government issued identification specified by Sponsor to claim a prize. Winners will be required to sign and return a Declaration and Release Form without additional compensation (where permitted by law) within **5 business days** of notification or the prize will be forfeited and awarded to an alternate winner, time permitting. If a selected entrant cannot be successfully contacted within **5**

business days of being selected and first attempted notification, prize will be forfeited and awarded to an alternate winner, time permitting. Except where prohibited, acceptance of a prize and/or participation in prize constitutes winner's agreement to hold harmless Sponsor, Provincial Liquor Boards, LoyaltyOne, Co., their parent, affiliate and subsidiary companies, advertising and promotion agencies, independent judges and the officers, directors, employees and agents of each of them (individually and collectively for the purposes of this above paragraph, "Contest Parties") from and against any injuries, losses or damages arising in any way from or in connection with their participation in this promotion, the acceptance, possession or use of the prize, Contest Parties' reliance upon their compliance with these rules, or their participation in prize-related activities and further constitutes winner's and guests' agreement that the Contest Parties may use their names, voices, likenesses and/or biographical data for advertising and promotional purposes in any and all media worldwide without limitation or additional compensation.

This Contest is open to legal residents of Manitoba who are 18 years of age or older at the time of entry, except employees, directors, officers and agents of Sponsor, Manitoba Liquor & Lotteries, employees of LoyaltyOne, Co. and, their parent, affiliate and subsidiary companies, wholesalers, distributors, licensed retailers, their advertising and promotion agencies, independent judges and members of the immediate families or households of any of the above. This Contest shall only be construed and evaluated according to applicable Canadian Federal, Provincial and/or Municipal laws and regulations and submission of an entry constitutes acceptance of the laws in Canada. This Contest is void outside of Manitoba and where prohibited by law.

PERSONAL INFORMATION: By entering the contest or accepting a prize, entrants consent to the collection, use, storage and distribution of their personal information, including without limitation their name, address, telephone number and age by Sponsor in reference to all matters related to this contest or in any publicity carried out by them without compensation and agree to abide by the contest rules and the decisions of Sponsor, which are final. Such information is stored for only so long as required to complete the purpose for which it was collected. An entrant's personal information shall not be provided to any third party by Sponsor without the entrant's consent. If an entrant would like that personal information removed from Sponsor's database at the conclusion of the contest, send this request in writing to **Beam Suntory 1286 Archibald Street Winnipeg, MB Canada R2J 0Z3**

12. The Provincial Liquor Boards/Agencies/Retailers are not connected with this contest in any manner whatsoever and are not liable in any way whatsoever regarding any matter that relates to this contest.

13. This contest is managed by The Manitoba Liquor & Lotteries and Beam Suntory, LoyaltyOne, Co. is in no way connected to the management of this contest.

Legal Notice. Privacy Policy. Please see **Beam Suntory** legal notice and privacy policy for more information.

Please Drink Responsibly

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