MOLSON CANADIAN PRESENTS OILERS GAME DAY LIVE 2026-27 SEASON SEATS CONTEST ("Contest")

OFFICIAL RULES

1. **SPONSOR:** This Contest is conducted and sponsored by Oilers Entertainment Group Canada Corp. and Molson Canada 2005 (collectively, the "Sponsor").

2. **CONTEST SUMMARY:** This Contest is held between October 1, 2026 and April 5, 2027 (the "Contest Period"). There is 1 Prize available to be won in this Contest, as described in paragraph 10 (the "Prize"). To enter, Eligible Entrants must follow the details in accordance with paragraph 6 below. Eligible Entrants shall be selected for the chance to win the Prize in accordance with paragraph 7 below. The Selected Entrant will win the Prize as defined herein.

3. **ELIGIBILITY:** To be eligible for this Contest, you must be at least 18 years of age, and a resident of Canada, excluding Quebec ("Eligible Entrant"). You are not eligible if, at any time during the Contest Period, you are an employee or partner of the Sponsor or a member of the immediate family (defined as mother, father, brother, sister, son, daughter, husband or wife, regardless of where they reside) or household of any of the above persons, their respective affiliates, agents, licensors, associates, representatives and advertising agencies. All decisions regarding eligibility to enter this Contest will be determined by the Sponsor in its sole discretion. This Contest is void where prohibited by law.

4. **NUMBER OF PRIZES AND CHANCES OF WINNING:** There is 1 Prize available to be won in this Contest. The Prize is described in paragraph 10 below. The chances of winning the Prize will depend on the number of Eligible Entrants who participate in accordance with these rules during the Contest Period. The value of the Prize is approximately $15,000.00 CAD.

5. **CONTEST SCHEDULE:** This Contest commences on October 1, 2026 and closes on April 5, 2027. Entries must be received by the Sponsor before the end of the Contest Period for a chance to compete to win the Prize**.** The Contest locations are described on the Contest website.

6. **HOW TO ENTER:** No purchase is necessary to enter this Contest. To enter, Eligible Entrants must: (1) register to attend a Molson Canadian presents Oilers Game Day Live Event ("Contest Event") either through the Official Edmonton Oilers website or in person at a Contest Event; (2) attend the corresponding Contest Event and confirm attendance by checking in with Contest Event staff before the end of second intermission of the applicable Oilers Game (each an "Entry"). The list of Contest Event dates and venues is available from the Molson Canadian presents Oilers Game Day Live page on the Official Edmonton Oilers website: www.edmontonoilers.com/gamedaylive, and is subject to change. An Eligible Entrant may earn a maximum of 1 Entry per person, per Contest Event. Illegible, incomplete, late or garbled Entries will be disqualified.

   Once submitted, Entries become the sole property of the Sponsor and will not be returned. No mechanically reproduced or photocopied Entries will be eligible for the Contest.

7. **CONTEST DETAILS:**

   Finalists. Each Entry earned at a Contest Event through participating in various things at the Contest Event such as checking in, checking out, answering trivia questions correctly (prior to the Finale) to be counted as points towards Finalist eligibility ("Points"). The Sponsor will identify 30 Eligible Entrants with the greatest number of Points during the Contest Period. The top 30 Eligible Entrants will be qualified as finalists (the "Finalists") to participate in a series of challenges (the "Final Competition") during a final Molson Canadian presents Oilers Game Day Live event on April 7, 2027 at the location posted in advance on the Molson Canadian presents Oilers Game Day Live page on the Official Edmonton Oilers website: www.edmontonoilers.com/gamedaylive (the "Finale"). If there is a tie between Eligible Entrants for the finalist positions, the Sponsor will invite the tied Eligible Entrants to the Final Competition where they will engage in a challenge, determined by the Sponsor in its sole discretion, with the winner(s) of the challenge will qualify as a Finalist. In no instance will the number of Finalists exceed 30.

   Finalists and any tied Eligible Entrants who could potentially qualify as a Finalist must check in with an Oilers Orange and Blue Ice Crew member at the Finale by 5:00 pm Alberta Time on April 7, 2027. If any Finalist or tied Eligible Entrant does not check in they may forfeit the opportunity to participate in the Final Competition. Sponsor reserves the right to provide limited flexibility for the check in time provided that the Final Competition has not commenced. All decisions regarding

eligibility to participate in the Final Competition will be determined at the sole discretion of Sponsor. The Final Competition will include a series challenges determined at the sole discretion of Sponsor.

Prize. The Finalist who wins the Final Competition during the Finale (the "Selected Entrant") and has complied with these Official Rules will be the winner of the Prize (the "Winner).

If necessary, should the Prize be unclaimed, or should the Selected Entrant be unwilling, unable or ineligible to win the Prize as set out in these Official Rules, the Prize will be forfeited and the Sponsor shall have the right to select another Selected Entrant.

All determinations of the Finalists, Selected Entrants and the Winners by the Sponsor are final and binding. No communication with entrants will be entered into except with Finalists, except as otherwise stated in paragraph 20 herein. All matters related to the Contest and the verification of the eligibility of the Selected Entrant to be declared the Winner shall be conducted by the Sponsor, or by persons designated by the Sponsor in its sole and absolute discretion. All decisions made by the Sponsor in this regard are final and binding and cannot be challenged.

8. **NOTIFICATION:** The Sponsor will contact Eligible Entrants who are selected as Finalists by email on or before April 5, 2027. If the Eligible Entrant does not contact the Sponsor by 11:59 p.m. Alberta Time on April 6, 2027, the Eligible Entrant will forfeit their opportunity to participate in the Final Competition and the Sponsor may contact, as replacement only, an alternate Entry. All decisions regarding eligibility to participate in the Final Competition will be determined at the sole discretion of Sponsor.

9. **DECLARATION OF WINNERS:** The Selected Entrant will not be declared a Winner until:
   (a) The Sponsor has determined that the Selected Entrant is an Eligible Entrant pursuant to these Official Rules;
   (b) The Selected Entrant correctly answers, without assistance of any kind, whether mechanical, electronic or otherwise, a skill testing question as set out in these Official Rules; and
   (c) The Selected Entrant executes a release and waiver.

10. **PRIZES:** There will be 1 Prize consisting of 2 season seats for Edmonton Oilers pre-season and regular season home games played at Rogers Place during the 2027-2028 hockey season valued at approximately $15,000.00 CAD. The Prize does not include any opportunity to purchase the season seats or right of renewal.

    The Prize is not transferable and must be accepted as awarded with no substitutions, except at the Sponsor's sole discretion. Any income taxes and any other expenses not explicitly specified as part of the Prize in paragraph 10 herein, including without limitation transportation, parking, gratuities, entertainment, food and beverages, and other souvenirs and items, are each the Winner's sole responsibility. The Sponsor reserves the right to substitute a Prize of equivalent monetary value if it is unable to award the Prize as described. The Sponsor will not be responsible, however, if weather conditions, event cancellations, or other factors beyond the Sponsor's reasonable control prevent the Prize from being fulfilled. In any such event, the Winner will not be provided with a substitute prize or cash equivalent. The Prize will only be granted to the verified Winner.

11. **SKILL TESTING QUESTION:** To win the Prize, the Selected Entrant must correctly answer, without assistance of any kind, whether mechanical, electronic or otherwise, a skill-testing question when notified by telephone or email, by the Sponsor to obtain their Prize.

12. **CONTEST MODIFICATION OR CANCELLATION:** The Sponsor is not responsible for any printing, distribution, production or other errors which may occur in the course of the conduct of the Contest including, without limitation, any typographical, printing or other errors in the Official Rules, in the Entry Form, or in or on any other materials relating to the Contest, and the Sponsor is not responsible for any errors or losses which may occur in respect to the Prize selection, or in respect to the receipt, transfer or storage of Entries. The Sponsor may rescind, cancel, amend or revoke the Contest, without liability, and in its sole discretion for any reason whatever. Without limiting the generality of the foregoing, the Sponsor reserves the right to cancel or modify the Contest and/or the Official Rules, in whole or part and without notice, if the Sponsor determines, in its sole and absolute discretion, that fraud or technical or other failures have threatened or destroyed the integrity of the Contest. If, for any reason, the Contest is not capable of running as planned, due to causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Contest.

13. **PARTICIPATION:** Participation in this Contest constitutes an agreement by each participant to comply with these Official Rules.

14. **DISQUALIFICATION:** The Sponsor reserves the right, in its sole discretion, to disqualify any Eligible Entrant or Selected Entrant it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Contest, or the Oilers website, www.edmontonoilers.com; (b) violating these Official Rules; or (c) violating the terms of service, conditions or use and/or general rules or guidelines of any website property or service. **CAUTION:** Any attempt by an Entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of Criminal or Civil laws.

    If an Eligible Entrant or Selected Entrant is disqualified for any reason, another entry will be selected from the remaining eligible entries received as set out in these Official Rules. The Sponsor will contact those additional Selected Entrants by email.

15. **RELEASE AND INDEMNIFICATION:** By entering the Contest, each entrant: (a) releases and holds harmless the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all liability for injuries, loss or damage of any kind to persons, including death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in this Contest, or participation in any Prize-related activity; and (b) agrees to fully indemnify the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the Contest or to the Prize including, without limitation, death, or personal or property damage or injury.

16. **LIMITATION OF LIABILITY:** The Sponsor assumes no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected or incomplete Entries, notifications, responses, replies, or for any computer, online, telephone, hardware, software or technical malfunctions that may occur (including but not limited to malfunctions that may affect the transmission or non-transmission of an Entry). The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or used in the Contest or by any technical or human error which may occur in the processing of Entries. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. The Sponsor is not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Sponsor is not responsible for any injury or damage to entrants or to any computer related to or resulting from participating or downloading materials in this Contest. 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 the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest.

17. **PUBLICITY RELEASE:** By entering this Contest and accepting the Prize, each Eligible Entrant whose Entry is selected hereby grants to the Sponsor, without further compensation, the unrestricted rights to publish, in the collective or individual discretion of the Sponsor, the name, picture, portrait, likeness, voice and ideas of that Eligible Entrant for advertising and promotional purposes.

18. **LAWS:** These are the official Contest rules. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. These Contest rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor.

19. **CONSTRUCTION:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these Official Rules.

20. **PRIVACY**: By entering the Contest, entrants(s) agree to the Sponsor's use of entrants(s) personal information for the purpose of administering this Contest and in accordance with the Privacy Policy at: www.edmontonoilers.com.