

ENTER TO WIN A TRIP TO THE SUPER BOWL@!!! Contest (the "Contest")

Official Rules and Regulations (the "Official Rules")

This Contest is for participation only by residents of Ontario, Nova Scotia and New Brunswick and shall be construed and evaluated according to the laws of Ontario and Canada, as applicable. Your entry will be immediately disqualified if you are not a legal resident of any of the provinces of Ontario, Nova Scotia or New Brunswick and 21 years of age or older.

1. **CONTEST PERIOD:** Starting on or about September 11, 2016 at 9:00 AM Eastern Standard Time (EST) and ending January 22, 2016 at 11:00 PM ET (the "Contest Period").

2. **ELIGIBILITY:** The Contest is open to legal residents of the provinces of Ontario, Nova Scotia and New Brunswick who are 21 years of age or older. Persons in any of the following categories are NOT eligible to participate or win prizes in the Contest: (a) any person who, at any time on or after the commencement of the Contest Period, was or is a director, officer, employee or agent of St. Louis Franchise Limited, including all subsidiaries and affiliates (collectively "St. Louis"); (b) individuals engaged in the development, production, sponsorship or distribution of materials for the promotion or engaged in the administration or execution of this Contest, including Labatt Breweries of Canada (collectively the "Contest Entities"), and (c) any person living in the same residence as any of the above.

3. **HOW TO ENTER & PLAY: NO PURCHASE NECESSARY.** In order to participate in the Contest, either (a) visit a participating St. Louis Bar & Grill location and fully complete the entry form, or (b) visit www.stlouiswings.com and complete the entry form. The entry form requires your full name, mailing address, e-mail address, date of birth and phone number. In order to be eligible to win, all entrants must correctly answer, without mechanical aid or assistance, a mathematical skill-testing question contained on the entry form. By participating, each entrant agrees (a) to be bound by these Official Rules and any interpretation thereof by St. Louis; (b) to release and hold harmless St. Louis and its Contest Entities; and (c) to permit St. Louis to use his/her name, photo, personal information, etc. as described in these Official Rules.

4. **GRAND PRIZE DRAW:** The Grand Prize will be randomly selected on January 23, 2017 from all valid, eligible entries (the "Entries") received during the Contest Period. One (1) winner will be selected for the Grand Prize. See Section 7 below for how to claim your prize.

5. **NO PURCHASE NECESSARY:** Purchase is not required and does not enhance an entrant's chance of winning.

6. **PRIZE:** There will be one (1) grand prize available to be won comprising of a trip to Super Bowl® LI in Houston Texas (the "Grand Prize"). The Grand Prize is comprised of: (a) two (2) roundtrip economy airfare from the airport closest to the winner's residence which offers return flights to Houston, Texas; (b) airport/hotel transfers upon arrival and departure in Houston; (c) round trip game day transfers to and from hotel and NRG Stadium; (d) three (3) nights' accommodations (based on one room, double occupancy) at the Houston Hilton Garden Inn or similar hotel; (e) breakfast daily at hotel; (f) two (2) pre-game party passes; (g) two (2) Super Bowl® LI upper end zone game tickets; (h) one (1) Bud Light® commemorative souvenir and game program; (i) onsite event staff support; and (j) taxes and gratuities on included services. The approximate retail value of the Grand Prize is \$18,000 CAD.

Winner must be willing and able to travel from February 3, 2016 to February 6, 2016. Exact times are subject to flight and hotel availability (but will be determined by St. Louis in its sole discretion). If the selected entrant and his/her guests are not available to travel on the specified dates, then they will be deemed to have forfeited any rights to the Grand Prize and a back-up entrant may be selected in the same manner by random draw taken from the same pool of eligible entries.

A valid major credit card may be required by either the declared winner or his or her guests for hotel check-in and any incidentals. Absolutely no changes to travel dates or passenger names are permitted once the booking has been made and the declared winner has submitted the name of his/her guest and all related booking information.

Without limiting the generality of the foregoing, the declared winner and his/her guests shall be responsible for the costs of everything not specifically stated above as included in the Grand Prize, including, without limitation, travel and medical insurance, gratuities on services not included, meals (other than breakfasts at the hotel), beverages (including alcoholic beverages), in-flight meals and entertainment, upgrades, items of a personal nature or any optional tours or sightseeing, incidentals and any and all other expenses not specified in the description of the Grand Prize. St. Louis recommends that the declared winner and his/her guests obtain medical, accident and baggage insurance. Winner and his/her guests must travel together on the same itinerary and depart from the same location. Winner and his/her guests are responsible for ensuring that all required travel papers (identification, etc.) are in good order and are valid prior to and for the entire duration of the Grand Prize trip. The Grand Prize is subject to space availability and any terms and conditions imposed by the relevant hotel and airline.

The odds of winning the Grand Prize will be dependent on the total number of eligible entries received during the Contest Period. Prizes are not transferable and must be accepted as awarded, with no substitutions of any kind, except by St. Louis, who reserves the right to substitute a prize (or portion thereof) of comparable or greater value, at its sole discretion. Taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided are the winner's responsibility. All prize details are at St. Louis' sole discretion.

7. **HOW TO CLAIM YOUR PRIZE:** St. Louis will attempt to contact via phone, the potential Grand Prize winner (the "Potential Winner") between 9:00 AM ET and 5:00 PM ET, Monday to Friday, beginning on January 23, 2017, for a period of approximately five (5) business days. If St. Louis is not able to make contact and speak directly with the Potential Winner within the allotted time, then at the sole and absolute discretion of St. Louis, that entrant may be disqualified, and his/her entitlement to receive the Grand Prize may be forfeited or the Grand Prize may be awarded to an alternate randomly-selected winner, in St. Louis' sole discretion. As a condition of being declared the winner of the Grand Prize, the Potential Winner may also be required to execute and return St. Louis' form of release. If the Potential Winner does not fully comply with the foregoing requirements, another entrant will be randomly selected as the Potential Winner and the initial selected Potential Winner will be disqualified and will have no recourse towards any of St. Louis or Contest Entities.

St. Louis and its Contest Entities shall not be held responsible for any delays in awarding the Grand Prize for any reason outside of their control. The Grand Prize is not transferable and must be accepted as awarded. No interest will be paid on any prize. The Grand Prize will be delivered to the verified winner by Labatt Breweries of Canada prior to January 27, 2017. Any unclaimed or expired amount of the Grand Prize will not be awarded. If a potential winner is found to be ineligible, declines to accept the Grand Prize, or in the event that a prize confirmation or prize is returned as undeliverable, the prize will be forfeited.

By participating in the Contest, winners consent to the use of their names, addresses, voices, and statements relating to the Contest or St. Louis, and photographs or other likenesses, without further compensation, notification or permission in any publicity or advertising carried out by St. Louis or any related entities in any and all media now known or hereinafter developed without territorial or time limitation, except where prohibited by applicable law. By entering the Contest, you consent to St. Louis' use of your name, city of residence, photograph, voice, statement and image for any publicity purposes.

CONDITIONS OF ENTRY:

8. By entering, entrants (i) acknowledge compliance with these Official Rules including all eligibility requirements and, (ii) agree to be bound by the decisions of St. Louis, made in its sole discretion, which shall be final and binding in all matters relating to this Contest. Entrants who have not complied with these Official Rules are subject to disqualification.

All Contest Entries obtained through unauthorized sources which are incomplete, illegible, mutilated, altered, reproduced, forgeries, irregular or fraudulent in any way or otherwise not in compliance with these Official Rules are automatically void, as determined by St. Louis in its sole discretion.

9. St. Louis is not responsible for late, lost, damaged, stolen, misdirected, mutilated, garbled, illegible or incomplete entries. All entries/submissions become the property of St. Louis and in no case shall be returned to the entrant. St. Louis assumes no responsibility for computer system, hardware, software or program malfunctions or other errors/failures of any kind, delayed computer transmissions, network connections, or damages to participants' computers arising out of participation in this Contest.

10. St. Louis reserves the right to disqualify any entrant or entitlement to a prize, if, in the sole discretion of St. Louis, it determines or suspects that the entrant has attempted to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other fraudulent, deceptive or unfair playing practices.

11. By entering the Contest, entrants agree: (a) to release St. Louis and Contest Entities, and each of their officers, directors, employees and agents, from any and all liability, loss or damage incurred with respect to participating in the Contest or the awarding, receipt, possession, and/or use or misuse of any prize; (b) that under no circumstances will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, excluding legal fees and court costs.

12. St. Louis and the Contest Entities do not warrant that access to the Contest will be uninterrupted. St. Louis and the Contest Entities are not responsible for any problems that may arise, including but not limited to (a) any errors of any kind relating to or in connection with the Contest, whether human, mechanical, clerical, electronic, or technical in nature; or (b) the incorrect or inaccurate capture of information, or the failure to capture any information in connection with the Contest.

St. Louis reserves the right to cancel, terminate or suspend the Contest, at its sole discretion, in the event of any occurrence beyond the reasonable control of St. Louis that adversely affects the administration, security or other operation of the Contest.

DISCLOSURES:

13. Any attempt by an entrant or other individual, to deliberately undermine the legitimate operation of this Contest, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Should such an attempt be made, St. Louis reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. An entrant engaging in any of the foregoing activities may be disqualified and will forfeit any prize(s) won.

14. In the event of any conflict with any Contest details contained in these Official Rules and Contest details contained in promotion materials (including but not limited to point of sale, radio, and print advertising, promotional packaging, and other promotion media), the details of the Contest as set forth in these Official Rules shall prevail.

15. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and St. Louis in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to Ontario conflicts of law principles. All entrants irrevocably consent and attorn to the jurisdiction and venue of the Province of Ontario.

16. 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 shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In particular, St. Louis' employees are not authorized to waive, modify or amend any provision or provisions of these Official Rules in any manner whatsoever.

17. Personal information collected from entrants will be used by St. Louis for the purpose of administering this Contest and in accordance with St. Louis' privacy policy which can be found at <http://stlouiswings.com/privacy-policy>. Personal information may be collected, used or disclosed in jurisdictions other than Canada. Personal information that resides in jurisdictions other than Canada will be subject to the general laws of application in those jurisdictions. St. Louis will not sell, share or otherwise disclose personal information of entrants with third parties or agents, other than to third parties or agents engaged by St. Louis to fulfill the above purposes or as permitted or required by the applicable laws.

All entrants agree to release the National Football League and its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., and each of their respective direct and indirect subsidiaries and affiliates, and each of their respective shareholders, members, partners, affiliates, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") from and against any injuries, losses, damages, claims, actions, and liabilities of any kind resulting or arising from participation in this contest and/or acceptance, possession, use, misuse or nonuse of any prize (including any travel or travel-related activity). THE NFL ENTITIES HAVE NOT OFFERED OR SPONSORED THIS CONTEST IN ANYWAY.