

“ROCKY MOUNTAINEER EXPERIENCE” CONSUMER CONTEST OFFICIAL RULES AND REGULATIONS

The “Rocky Mountaineer Experience” (the “Contest”) is offered by Arterra Wines Canada, Inc. (the “Contest Sponsor”). The Contest is open to individuals who are of legal drinking age or older as of the date of entry in their province residence who are located in British Columbia, Alberta, Saskatchewan, Manitoba and Ontario, except for directors, officers, employees and contractors (and those with whom they are domiciled, and their immediate families, which includes spouse, sibling, parent and child) of the Contest Sponsor, Mr. Mikes Restaurants Corporation, its agents or representatives, the British Columbia Liquor Distribution Branch (“B.C.L.D.B.”), British Columbia Liquor & Cannabis Regulation Branch (“B.C.L.C.R.B.”), the Alberta Gaming, Liquor & Cannabis (“A.G.L.C.”), the Saskatchewan Liquor and Gaming Authority (“S.L.G.A.”), the Manitoba Liquor & Lotteries Corporation (“M.B.L.L.”), the Alcohol and Gaming Commission of Ontario (“A.G.C.O.”), the Liquor Control Board of Ontario (“L.C.B.O.”), their agents or representatives, liquor licensees or any distributor or company involved in any phase of Contest administration. No purchase is necessary. Entry in this contest constitutes acceptance of and agreement to these rules and regulations.

1. **Contest Period:** The Contest begins at 8:00 a.m. PDT on July 1, 2019 and closes at 10:00 p.m. PDT on September 2, 2019.
2. **Eligibility:** To be eligible for this Contest, you must be a legal resident of British Columbia, Alberta, Saskatchewan, Manitoba or Ontario and have reached legal drinking age or older in your province of residence as of the date of entry. Both the winner and the guest will need to be of legal drinking age order to participate in the contest prizing. An employee, director or officer of the Contest Sponsor, Mr. Mikes Restaurants Corporation or its agents, parent companies, affiliated or related companies, franchisees or promotional agencies, or a member of the immediate family of, or a person living in the same household as anyone who is an employee, director or officer of the Contest Sponsor or its agents, parent companies, affiliated or related companies, franchisees or promotional agencies is not eligible for this Contest.
3. **How To Enter:** There is no purchase required to enter. There is one (1) way to enter the Contest: (1) by submitting an entry form at mrmikes.ca/rocky. All entries must be received by 10:00 p.m. PDT on September 2, 2019. When you submit an entry, you acknowledge and signify that you have read, understood and agreed to be bound by these rules and regulations; and, acknowledge and understand that your contest submission may be cross promoted and communicated through any one of Mr. Mikes Restaurants Corporation social media platforms including Facebook, Twitter and Instagram or by media for media purposes. All entries become the property of the Contest Sponsor. Entries are declared invalid if they are late, illegible, incomplete, fraudulent or irregular. You may enter this contest as many times as you like, provided these Official Rules, including the entry mechanisms set forth herein, are adhered to.
4. **Prizes:** There is one (1) “Rocky Mountaineer Experience Giveaway” prize to be won. The prize consists of two (2) economy one-way airfare to or from an airport nearest the winner’s residence to or from Vancouver, British Columbia or Calgary, Alberta, 4 days, 3 nights on board the Rocky Mountaineer® for the winner and one (1) guest. Travel is Eastbound or Westbound between Vancouver and Banff onboard the Rocky Mountaineer in SilverLeaf Service. The package includes: two (2) breakfasts; two (2) lunches; one (1) night double-occupancy hotel accommodation (choice of hotel at Sponsor’s sole discretion) in, Kamloops; rail station transfers in Vancouver, Kamloops and Banff or Jasper. The approximate retail value of the “Rocky Mountaineer Experience Giveaway” prize is \$11,000. The “Rocky Mountaineer Experience Giveaway” prize cannot be transferred or substituted or redeemed for cash, and must be accepted as awarded. The winner is responsible for all food and beverage costs, other transportation costs, spending money and any other additional expenses incurred that are not outlined above in the rules. Hotel, flights, trip dates and Rocky Mountaineer Experience are at the sole discretion of the Contest Sponsor. The prize must be taken between September 16, 2019 and October 16, 2019 and based on hotel, flight and Rocky Mountaineer availability. The trip does need to be booked by September 16, 2019.
5. **The Draw:** The draw date will take place on or around September 3, 2019. One (1) potential winner will be selected from all entries received. Selected entrant will be notified by telephone or email within twenty four (24) hours of the draw date at the telephone number or email address provided in their entry form. Contest Sponsor, Mr. Mikes Restaurants Corporation is not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for Contest Sponsor to receive selected entrant’s response. The odds of being randomly selected to win a “Rocky Mountaineer Experience Giveaway” prize depends on the total number of eligible entries received during the Contest period.
6. **Winner Selection:** To win the “Rocky Mountaineer Experience Giveaway” prize, the selected entrant must: (a) comply with these rules and regulations; (b) correctly answer a skill testing question 75+25-(100/2); (c) upon notification, respond within two (2) business days by telephone to the contact number provided in the notification

message; and (d) within five (5) business days after the selected entrant calls the contact number provided in the notification message, sign and return a release to Contest Sponsor that confirms the selected entrant's: (i) eligibility for the Contest and compliance with these rules and regulations; (ii) acceptance of the prize as offered; (iii) agreement to release, indemnify and hold each the Contest Sponsor and its parent companies, franchisees, subsidiaries, affiliates and their respective employees, directors, officers, representatives, agents harmless from any and all losses, claims, actions, proceedings, liabilities, damages, costs or expenses (including reasonable legal fees and expenses) and obligations of any nature and kind whatsoever and howsoever arising, whether known or unknown, whether now or hereinafter exists, which the selected entrant or any other person may suffer or incur arising out of, related to, or connected with the Contest and the "Rocky Mountaineer® Experience Giveaway" prize including personal injury, death or property damage; and (iv) consent to the public announcement of the selected entrant's name as the prize winner and the use of the selected entrant's name and address (city and province), photograph, likeness, biographical information and voice by Contest Sponsor in any and all media now known or hereafter devised, without additional compensation, and in connection with the Contest and the promotion and exploitation thereof, including but not limited to the display of selected entrant's name and photograph at the designated MR. MIKES restaurant location. Each traveler must sign and return a release of liability and consent of publicity form prior to claiming the prize. The travelers must travel together on the same itinerary and are responsible for ensuring they have all necessary travel documents prior to travel (ie., valid passport with an expiry date of one year from departure date).

7. **Forfeiture of Prize:** If any selected entrant fails to respond in accordance with these rules and regulations, or fails to comply with these rules and regulations, then in the Contest Sponsor's discretion, the prize may be forfeited without any liability to the selected entrant or any other person, and another entrant may be selected randomly from all remaining eligible entries in accordance with these rules and regulations or Contest Sponsor may elect not to award the prize.

8. **Awarding of Prizes:** After the winner has been successfully contacted and notified of his or her prize and has complied with these rules and regulations, prize winners will promptly receive a notification message by telephone or by email to contact the Contest Sponsor to claim their prize and sign and return a release of liability and consent to publicity. The Contest Sponsor will make air travel, accommodation and Rocky Mountaineer® reservations on the contest winner's behalf. The contest winner must comply with the date and time arranged for the transportation. The prize must be awarded and taken between September 16, 2019 to October 16, 2019. Dates of the prize need to be arranged and confirmed by September 16, 2019. After that, cancellation of the prize is at the winner's expense. No refund or compensation will be made in the event of the cancellation or delay of any flight and the Contest Sponsor shall have no responsibility for trip cancellations, alterations, weather delays or other changes to trip itinerary. The winner acknowledges and accepts such risks.

9. **Limitation of Liability:** Contest Sponsor will not be responsible or liable for any of the following: (a) lost, late, misdirected, invalid or incomplete entries, notifications, responses, replies or releases; (b) computer, online, telephone, hardware, software or technical malfunctions that may occur; (c) incorrect or inaccurate information (including entrants' telephone numbers or e-mail addresses), whether caused by entrants or by any technical or human error which may occur in the administration of the Contest; (d) error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries; or (e) damage or loss, including any loss of use, economic loss, special, indirect or consequential loss or damage or punitive damages, whether in contract, tort or under any theory of law or equity, arising from, connected with, or relating to the Contest, or the submission of entries to the Contest, or participation in the Contest, or the "Rocky Mountaineer® Experience Giveaway" prize, or the use or misuse of entrants' personal information, and regardless of cause or any negligence by the Contest Sponsor or any person or entity for whom it is responsible for, and notwithstanding that any of those entities or person may have been advised of the possibility of such loss or damage being incurred.

10. **Privacy/Personal Information:** By participating in the Contest, you consent to the Contest Sponsor's collection, use and disclosure of your name, mailing address, telephone number and email address for the sole purposes of administering the Contest, including but not limiting to contacting and announcing the Contest winners and disclosing the personal information to third party agents or franchisees of the Contest Sponsor including but not limited to the operators of each MR. MIKES restaurants.

11. **Miscellaneous:** These rules and regulations will be governed by and construed in accordance with the laws of British Columbia. The Provincial liquor agencies are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever in regard to any matter that relates to this Contest. Sponsor reserves the right to terminate or amend this Contest, in whole or in part, without prior notice except to the BC Liquor Distribution Branch. Any termination will be subject, in B.C. to the approval of the British Columbia Liquor Distribution Branch ("B.C.L.D.B."). All disputes arising from or relating to the Contest, the prizes, or any related matters will be resolved before the Courts of British Columbia sitting in the City of Vancouver. This Contest is subject to applicable federal, provincial and municipal laws and regulations. By participating in the Contest, you agree to accept and abide by these official contest rules and regulations. You further agree to be bound by the decisions of the Contest Sponsor, which will be final and binding. Entrants who have not complied with these rules and regulations are subject to disqualification at the exclusive discretion of the Contest Sponsor. Contest Sponsor reserves the right, in its sole discretion, to terminate the Contest for any reason, without prior notice or any liability to any person.