



1664 LA MODE AIME PARIS CONTEST (“CONTEST”)

THIS CONTEST IS OPEN TO ALL CANADIAN RESIDENTS AND IS GOVERNED BY CANADIAN LAW. MUST BE OF LEGAL DRINKING AGE TO PARTICIPATE.

1. CONTEST PERIOD

The promotional period for the “1664 LA MODE AIME PARIS CONTEST” (the “Contest”) starts at 12:01 AM (EST) April 21, 2024 and continues until 11:59 PM (EST) on July 28th, 2024 (the “Contest Period”).

2. ELIGIBILITY

Contest open to residents of Canada who have reached the legal drinking age in their province or territory of residence.

NO PURCHASE NECESSARY. Enter online by filling out the entry form located at winwith1664.ca/lamodeaimeparis (gagnezavec1664.ca/lamodeaimeparis). Contest closes for Grand Prize eligibility on June 26 at 11:59 p.m. EST. Odds of winning any prize depend on the number of eligible entries received prior to the applicable draw. Employees, representatives or agents (and those with whom such persons are domiciled) of Carlsberg Canada Inc.(the “Sponsor”), its parent companies, subsidiaries, affiliates, prize suppliers, advertising and promotion agencies, the Contest judges, or the independent Contest Organization (collectively, the “Contest Parties”) are not eligible to win. Further, to be eligible to win, the entrant must not be an employee of, or a member of the immediate family of employee, or domiciled with an employee of any of the following: All Provincial Liquor Control Boards including but not limited to the independent contest organization. As well contractors of the provincial liquor agencies, liquor licensees, their employees and members of their immediate families are not eligible.

3. HOW TO ENTER

During the Contest Period, consumers will be directed to fill out the official entry form on winwith1664.ca/lamodeaimeparis and gagnezavec1664.ca/lamodeaimeparis. All Entries must be received by 11:59 pm EST on July 29, 2024 (the “Contest Close Date”). All eligible Entries received during the Contest Period will be subject to the random prize draw (see Rule 6).

To be eligible, entries must be received within the Contest Period and must be of legal drinking age in his or her province or territory. Multiple entries are accepted.

Entry will be rejected if (in the sole and absolute discretion of the Sponsor) if not fully completed with all required information and submitted during the Contest Period. Use (or attempted use) any automated, macro, script, robotic or other systems(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor. The Releasees (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

To enter without access to the online channels, print your name, address, daytime telephone number, email address and confirmation that you are of the legal drinking age, on a plain piece of paper along with a 250 word essay on why you wish to win the Grand Prize and send it to:



1664 LA MODE AIME PARIS
Carlsberg Canada c/o Carlsberg Marketing, Premium Beer
1425 North Service Road East, Suite 102
Oakville, Ontario L6H 1A7, Canada

Each entry request must be mailed in a separate envelope in the manner described above. Upon receipt of your request, the Content administrator will enter you into the contest. To be eligible, your entry must be received during the Contest Period with sufficient time for the Sponsor (or its designated representative) to respond via mail during the Contest Period. The Releases take no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Contest Entry requests.

All Entries are subject to verification. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification and/or purchase receipt, if applicable) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).

4. GRAND PRIZE

There will be ONE (1) Grand Prize available to be won of a trip for 2 to Paris, France.

Accommodations for 2 people for 4 nights in a shared room are included. Also included are two round-trip flights from Canada to Paris (airport to be determined based on location of winner). 2x VIP tickets to a Paris Fashion Week event hosted by Global Fashion Collective (dependent on timing of when the winner opts to take the trip). \$500 spending cash.

The Grand Prize has a collective approximate value of \$8,000

The following general conditions apply to Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable (no substitutions except at Sponsor's option); (ii) the costs of everything not specifically stated above as included in the Grand Prize are the sole responsibility of the winner. (v) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award.

6. GRAND PRIZE WINNER SELECTION

The random draw for the Grand Prize will be held at approximately 9:00 AM (EST) on July 29, 2023 to choose ONE (1) selected entrants from all eligible entries received by the Draw.

The Grand Prize draw will be conducted at 1425 North Service Road East, Suite 102 at Oakville, Ontario an independent contest organization from all eligible entries received as of the date of such random draw.

The odds of winning a Grand Prize depend on the number of eligible Entries received during the Grand Prize Eligibility Period.



7. WINNER NOTIFICATION

The Sponsor or its designated representative will make a maximum of three (3) attempts to contact the entrant via the email and/or phone number by which the submission was made within five (5) business days of the applicable Draw Date. If a selected entrant cannot be contacted within three (3) attempts or five (5) business days of the applicable Draw Date (whichever occurs first), or if there is a return of any notification as undeliverable; then the selected entrant will be disqualified (and will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the forgoing provisions of this section shall apply to such new selected entrant).

Before being declared A winner OF ANY PRIZE, the selected entrant will be required to correctly answer a mathematical skill-testing question without mechanical or other aid, and sign and return within ten (10) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable Prize as awarded; (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "Releases") from any and all liability in connection with this Contest, the selected entrant's Participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof; (iv) agrees to the publication, reproduction and/or other use of the selected entrant's name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the internet. If a selected entrant: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; and/or (c) cannot accept the applicable Prize for any reason, then he/she will be disqualified (and will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the forgoing provisions of this section shall apply to such new selected entrant).

8. LIMITATIONS OF LIABILITY

Without limiting the release provided in section 6 above, and for greater certainty, the Releases will not be liable for: a) any incomplete or inaccurate information, whether caused by Contest Website users or 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; b) the theft, destruction or unauthorized access to, or alteration of, entries or the Contest Website; c) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any e-mail or Entry to be received by or from the Sponsor for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; or e) damage to a participant's or other person's system occasioned by Participation or downloading of materials in this Contest.

The provincial liquor authorities are not connected with this Contest in any manner whatsoever, and are not liable in any way whatsoever with regard to any matter that relates to the Contest. This promotion/contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter, or Instagram.

9. PERSONAL INFORMATION



By entering this Contest, entrants consent to the collection, use and disclosure of their personal information to Carlsberg Canada Inc. for the purposes of administering the Contest and in accordance with Sponsor's Privacy Policy (available at: www.carlsberg.ca/en/privacy, www.carlsberg.ca/fr/privacy, unless the entrant otherwise agrees. By accepting a Prize, winners consent to the collection, use and disclosure to the public of their names, addresses (city, province), voices, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or formats including, but not limited to, the Internet or Video Projections, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed to associate companies, affiliate franchisees or Facebook without consent.

10. MISCELLANEOUS

All decisions of the Sponsor, or any Contest judging organization or Contest judge as designated by them, are final and binding in all matters relating to this Contest and on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries. The Sponsor and other Releases will not be responsible for illegible, incomplete, postage-due, lost, misdirected, errors, failures or late entries that will be void. Any use of automated devices to enter this Contest is prohibited. No correspondence will be entered into except with selected entrants. Contest is subject to all applicable federal, provincial and municipal laws. In the event of a dispute regarding who submitted an online Entry, the Entry will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of Entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A selected entrant may be required to provide the Sponsor with proof that he/she is the authorized account holder of the e-mail address associated with the selected Entry. The Sponsor reserves the right at their sole discretion to disqualify, from this Contest and any future contest or other promotion, conducted by the Sponsor, any individual that they find or believe to be not in compliance with these Official Contest Rules, to be tampering with the entry process or the operation of the Contest or Contest Website; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12. RIGHT TO TERMINATE OR AMEND

The Sponsor reserves the right to terminate or amend this Contest and or amend these Official Contest Rules, in whole or in part, at any time and without prior notice if any factor interferes with its proper conduct as contemplated by these Official Contest Rules.

13. INTELLECTUAL PROPERTY

All intellectual property used by the Sponsor in connection with the promotion and/or administration of the Contest, including, without limitation, all trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned (or licensed, as the case may be) by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any such intellectual property without the express written consent of its owner is strictly prohibited.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation



respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.