

MOOSEHEAD LAGER THE LAST BOTTLE CONTEST

RULES & REGULATIONS

1. CONTEST PERIOD

The Moosehead Lager The Last Bottle (the “contest”) commences on Instagram and Facebook on **[SEPTEMBER 16, 2025]** at 8:01 am Atlantic Standard Time (“AST”) and ends on **[OCTOBER 27, 2025]** at 11:59 pm AST (the “Contest Period”). This Contest is brought to you by Moosehead Breweries Limited (the “Contest Sponsor”). No purchase necessary. A purchase does not increase the chances of winning.

2. ELIGIBILITY

The Contest is open to legal residents of Canada, excluding Quebec, who have attained legal drinking age in their province of residence at the time of entry.

This Contest is not open to employees of the Contest Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, Contest suppliers, or members of their immediate families and those with whom they are domiciled.

3. HOW TO ENTER

Fill out the form on www.moosehead.ca/thelastbottle/.

There is a limit to one entry per person. Entries must comply with the Contest rules and requirements to be eligible to win. Odds of winning depend on the number of eligible entries received.

4. PRIZES

One (1) winner will be selected from all eligible entries during the Contest Period. The winner will receive two (2) **Roundtrip Porter Airlines Passes**, with eligibility to fly from non-atlantic Canadian provinces to New Brunswick or equivalent travel stipend (Approximate Retail Value: \$600 CAD each), one (1) **Hotel Accommodation** for two nights in Saint John, New Brunswick (Approximate Retail Value: \$400 CAD), one (1) **Stipend for Food and Ground Transportation** (Approximate Retail Value: \$500), and one (1) **Prize Pack of Moosehead Memorabilia and Merchandise** (Approximate Retail Value: \$400).

Total Approximate Retail Value of all prizes: \$2,500 CAD

Prizes are non-transferable and non-convertible to cash. The Contest Sponsor reserves the right to substitute a prize of equal or greater value should it become unavailable.

5. PRIZE SELECTION AND NOTIFICATION

Winner will be selected via judging from all eligible entries on **[NOVEMBER 7, 2025]** at Moosehead Breweries Limited, 89 Main Street West, Saint John, NB.

Entries will be judged on:

- Quality of Entry
- Passion for Moosehead
- Brand Fit

The Contest Sponsor will attempt to contact the selected entrant via email message within two (2) business days of selection. Each potential winner must:

- Reply with their full name and mailing address
- Provide proof of legal drinking age
- Complete and return a Declaration and Release Form within three (3) days
- Complete and return a Non-Disclosure Agreement within three (3) days

Failure to meet these requirements may result in disqualification and selection of an alternate winner.

6. GENERAL

All entries become the property of the Contest Sponsor. The Contest Sponsor is not responsible for technical issues, incomplete entries, or other problems that may affect the outcome of the contest. The Contest Sponsor may withdraw, amend, or terminate the contest at any time without notice.

By entering this Contest, entrants release and hold harmless the Contest Sponsor and its affiliates from any liability related to the Contest or the prize awarded. Entrants agree that their name, likeness, and city of residence may be used in future promotional materials without additional compensation, unless prohibited by law.

This Contest is governed by the laws of New Brunswick and the laws of Canada applicable therein.

QUESTIONS

If you have any questions about the Contest, please visit moosehead.ca/contact.