



OFFICIAL RULES

CONTEST NAME Superbowl Contest (the **Contest**)

DATE October 16th, 2025

- 1. ORGANIZER.** The contest is held by Metro Richelieu inc. (individually and collectively the “**Organizer**” or “**Contest Organizer**”) and by **LABATT BREWERY LIMITED (THE “CONTEST SPONSOR”)**.

The National Football League (NFL), its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL International LLC, and each of their direct and indirect subsidiaries, affiliates, owners, shareholders, officers, directors, agents, representatives, and employees (collectively, the “NFL Entities”) shall not be liable for any claims arising from participation in this promotion or any Prize awarded in connection therewith. The NFL Entities have not sponsored or endorsed this promotion in any way.

- 2. CONTEST PERIOD.** The Contest will run during the following period (“**Contest Period**”)

Contest Start

Date: October 16th, 2025

Time: 08:01 a.m. (Eastern Time)

Contest End

Date: November 12th, 2025

Time: At Participating Stores’ closing time

3. ELIGIBILITY

The Contest is open to residents of the province of Quebec who have reached the legal age of majority in the United States, i.e., 21 years of age, on the date of registration.

The following are excluded: directors, officers, executives, employees, agents, agents, and representatives of the Contest Organizer, Contest Sponsor, NFL Entities, Facebook if the Contest is held on Facebook, any participating Store, advertising and promotion agencies, prize suppliers, goods and services suppliers in connection with the Contest, as well as persons with whom they reside (whether or not they are related).

4. NO-PURCHASE-REQUIRED ENTRY

No purchase required to enter or win. A purchase does not increase odds of winning.

The Contest will run in 107 participating stores in Québec (the “**Participating Stores**”).

MOI Rewards member — To enter, you have to be a MOI Rewards program member. If you are not a member, you can sign up at <https://www.programmemoi.ca/en>, on superc.ca or in a Super C store. Simply fill in the registration form, entering your first and last names, full address, phone number(s), birth date and email address. If you sign up online, choose a user name and password. If you are already a MOI Rewards member, make sure that the information you provided in joining the MOI Rewards program is up to date, and consent to having it used for this Contest.

Entry — Purchase one (1) 30-pack of Bud Light or Budweiser and one participating Flamingo product (the “**Participating Product**”) at one of the Participating Stores and present your MOI card at the time of purchase. You will receive one entry into the Contest.

If you are a member but do not have your MOI card with you, please go to the service counter to have your receipt stamped before leaving the store. Then go to the service counter at the same store with your receipt and MOI card to request an adjustment to your points balance and receive your reward. Only receipts stamped in this manner will be accepted.

No-purchase entry. To receive an entry form without making a purchase, write a legible, original letter of at least 50 words explaining why you like the MOI program, along with your last name, first name, full address including postal code, phone number, and email address. Submit it during the Contest Period at the service counter in one of the participating Stores with your MOI card. Your letter will be validated by a representative of the participating Store and you will be given an entry form. You can also mail it in a sufficiently stamped envelope to: Consumer Services, 11011 Maurice-Duplessis Boulevard, Montreal, Quebec, H1C 1V3, so that it is received at least ten (10) days before the end of the Contest. Your letter will be validated by a representative of the Organizer and an entry form will be mailed to you.

Limit. Entrants must respect the following limits, failing which they will be disqualified:

One (1) entry per person per day, whether entry is with purchase or without

One (1) entry per MOI Rewards card per day and per purchase

5. PRIZES

The prizes available to be won and their approximate retail value are as follows:

Description (with inclusions and special conditions)	Number of prizes	Approximate value of each prize
One (1) trip for two (2) people to Super Bowl LX 2026 in Santa Clara, California, valued at approximately \$30,000 CAD.	One (1)	\$30000

Odds of winning and number of prizes

Description of each prize	Odds of winning by prize
One (1) trip for two (2) people to Super Bowl LX 2026 in Santa Clara, California, valued at approximately \$30,000 CAD.	Depend on the number of eligible entries received during the Contest Period.

Manufacturer's warranty only. No warranty other than that provided by the manufacturer or supplier of the prize shall apply. The Organizer and Sponsor of the contest shall have no responsibility for the prize once it has been awarded.

GRAND PRIZE: There is one (1) grand prize available to be won consisting of one (1) trip for two (2) to Super Bowl LX in Santa Clara, California (the "**Grand Prize**"). The Grand Prize includes:), two (2) upper endzone tickets to attend Super Bowl LX (for winner and guest) on February 8, 2026 (seats location subject to Contest Sponsor discretion), return economy class airfare between Canadian international airport closest to the Contest winner's home and San Francisco, California, three (3) nights hotel accommodation in San Francisco, California (based on double occupancy at hotel selected by Contest Sponsor), select meals (3 breakfasts, 2 lunches, 2 dinners) as determined by Contest Sponsor), two (2) pre-game hospitality event passes (for winner and guest), ground transfers between hotel and airport in San Francisco, ground transportation to organized events and football game (as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to winner only in form of pre-paid credit card or interac e-transfer at discretion of contest sponsor), commemorative souvenir merchandise, including official lanyard and game day program per person (subject to Contest Sponsor discretion), services of event staff support at stadium and taxes on included services. Alcohol is not a part of the Grand Prize. The approximate retail value of the Grand Prize is \$30,000 CAD (based on Toronto departure). Dates of travel to occur between February 6-9, 2026 (subject to event schedule and Contest Sponsor discretion), and winner and guest must be available to travel at any time on those dates. Travel documentation (including valid passport for travel to United States), insurance, taxes, gratuities, additional transportation, baggage fees, food and beverage, medical vaccinations and all other personal charges and expenses not specifically included in the above description are the sole responsibility of winner and guest. **Winner and guest must both be 21 years of age or older and be able to travel to the United States.** Winner must hold a valid credit card for check-in, incidentals and security deposits as required by hotel at time of travel. The Contest Sponsor is not liable if travel is impeded or refused by reason or decisions of any governmental authority (foreign or domestic), or other airline or airport authorities. Regional travel restrictions may apply. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. The Contest Sponsor is not liable if entry to the venue is refused by reason or decisions of any governmental authorities (federal or provincial) or regional health authorities. Contest Sponsor reserves the right to revoke the full or partial prize from winner and/or winner's guest who it or venue personnel deem may, in its sole discretion, be intoxicated, be a safety and/or health risk, have violated any venue policy or law, or may bring Contest Sponsor into disrepute. Contest winner and guest may need to access tickets with mobile entry only (paperless) based on selected venue rules. The Contest Sponsor is not liable if the event associated with the Prize is cancelled for any reason. Additional ticket Terms and Conditions apply and can be found on the tickets once awarded. Contest Sponsor reserves the right to substitute all or part of the Grand Prize with item of equal or greater value in its sole and absolute discretion.

Grand Prize must be accepted as awarded. Grand Prize is not resaleable, transferable or redeemable for cash. No prize substitutions, except by the Contest Sponsor, who reserves the right to substitute the Grand Prize or any portion thereof with a prize of equal or greater value. All decisions of the Contest Sponsor relating to the Grand Prize are final and are not subject to appeal. The Contest Sponsor is not responsible for the Grand Prize once it has been redeemed.

The Contest Sponsor makes no representations or warranties of any kind regarding the appearance, safety or performance of the Grand Prize.

6. DRAW

Date: December 12th, 2025

The draw will take place at the Organizer's offices at 11011 Maurice-Duplessis, Montreal, QC, H1C 1V6.

Draw details: Random selection of one (1) eligible entry from all valid entries received during the Contest Period.

7. CLAIMING PRIZES

To be declared a winner, a selected entrant must:

- a) be reached by phone or email, at the Contest Organizer's sole discretion, within five (5) days of the draw. Any selected entrant that the Organizer, having taken appropriate and reasonable measures, has not been able to reach within that time shall be disqualified, and there will be a new draw to award the prize. A selected entrant reached by email must reply according to the instructions therein, if any. Any prize notification email with an "undeliverable message" shall result in the entrant's disqualification and the selection of a new entrant;
- b) sign the Declaration and Release Form sent by the Organizer and return it to the Organizer within 3 days of receipt;
- c) answer a mathematical skill-testing question correctly, without assistance or mechanical aid;
- d) provide photo ID, upon request and in a timely fashion;

Failure to comply with the conditions set out in these Rules or to accept his/her prize will result in the selected entrant's disqualification. In which case, the Contest Organizer may, at its sole discretion, cancel the prize or draw again from among the remaining eligible entries until an entrant is selected and declared the winner. If no entrant is declared the winner in sixty (60) days following the initial draw, the prize will be cancelled.

Within two (2) to four (4) weeks of receiving the duly completed and signed Declaration and Release Form, the Contest Organizer will contact the winners with information on how to collect their prizes.

Non-acceptance of a prize. A selected entrant's refusal to accept a prize under the terms of these Rules releases the Contest Organizer from any obligation related to awarding the prize to said person.

Awarding of prizes. No prize shall be given until the winner is confirmed. Prizes are not transferable and must be accepted as awarded without substitution or cash in lieu, except at the Organizer's sole discretion. The Organizer reserves the right to substitute a prize (or part of a prize) of similar nature

and equal value or, at its sole discretion, the cash value of the prize (or part of the prize) indicated in these Rules.

Prize claiming costs. Winners are responsible for all costs and expenses incurred by them in claiming or using a prize.

Limited prizes. In no event shall the Contest Organizer be required to award more prizes than indicated in the Contest Rules or to award prizes otherwise than according to Contest Rules.

8. GENERAL CONDITIONS

Disqualification. All Contest-related documents, including but not limited to, entry forms, scratch cards, and Declaration and Release Forms, are subject to verification by the Contest Organizer. Contest Organizer reserves its rights, at its own discretion, to cancel any entry if such Entry was made by purchasing a product or products which was/were later returned by the participant. Such participant will have the opportunity to enter the Contest using the "No purchase required entry" if the delay set in these Rules is respected. Incomplete, illegible, mutilated, fraudulent or deteriorated entries as well as entries containing printing or other errors or that have been tampered with, spoiled, modified, falsified, reproduced or illegally obtained shall be rejected. Entrants who do not comply with these Rules are subject to be excluded from this Contest and any future contests and promotions the Organizer may hold, including, but not limited to, any entrant guilty or suspected: (i) of tampering with materials, entry forms, entry processing or the Contest's conduct or any technical or mechanical element of the Contest, or (ii) of deliberately damaging Contest-related Web sites, Web pages or applications or of sabotaging the legitimate conduct of this Contest, or (iii) of breaking these Rules, or (iv) of using means that do not comply with the Rules or are unfair to other entrants, or (v) to have obtained entries exceeding the authorized limit provided in the Rules, or (vi) to have used several names, identities, e-mail addresses and/or any automated system or program to enter or participate in the Contest, or (vii) to have disrupted the conduct of the Contest in any other way, or (viii) of acting unfairly or to adversely affect, annoy, abuse, threaten or harass another person. ANY ATTEMPT BY AN ENTRANT OR OTHER PERSON TO DELIBERATELY DAMAGE A WEB SITE, EQUIPMENT, APPLICATION OR TECHNOLOGY USED FOR THE CONTEST OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST CONSTITUTES A VIOLATION OF CIVIL AND CRIMINAL LAWS. THE ORGANIZER RESERVES THE RIGHT, IN SUCH CASE, TO REPORT SAID PERSON TO THE AUTHORITIES AND DEMAND FROM SAID PERSON ALL DAMAGES ALLOWED BY LAW.

Declaration and Release Form. By participating or attempting to participate in this contest, any participant selected for a prize releases the Contest Organizer, the Contest Sponsor, the NFL Entities, their parent companies, any company, trust, or other legal entity controlled by or affiliated with them, any Participating Store, Facebook if the Contest is held on Facebook, advertising and promotional agencies, and suppliers of prizes, goods, and services in connection with the Contest, as well as all of their respective directors, officers, owners, partners, employees, agents, representatives, successors, and assigns (collectively, the "Releasees") from any damages and liability related to the Contest (participation, operation, announcement, rules, etc.) or related to the prize (claim, use, etc.). In order to be declared winners, selected participants will be required to sign the Declaration and Release Form containing a statement of compliance with the Contest rules and confirming this release of liability in favor of the Releasees.

Limitation of liability. Without limiting the generality of the above release, the Released Parties disclaim any and all liability for any of the following: (i) any misprint (or other error) found in the offer or documents regarding the administration of the Contest, including, but not limited to, errors in the promotion, official Contest Rules, announcement of the winner(s), awarding of the prize(s), or any malfunctioning of or problems or technical difficulties with any networks, phone lines, SMS systems, computer component, software or communications line, loss or lack of network communications, or any transmission that is faulty, incomplete, incomprehensible or erased by any computer, server or

service provider or software, virus, bug, PC failure, software and hardware configuration, or failed transmission of any email or other communication to the Contest Organizer or to an entrant for whatever reason, including any network congestion or web site crash that may limit a person's ability to participate in the Contest; (ii) late, lost, stolen, damaged, undelivered, improperly delivered, incomplete or inaccurate entries; (iii) failure to receive entries due to transmission problems or any other technical failure, including, but not limited to, the malfunctioning of any network, server, service provider, hardware or software, whether attributed to the sender or the recipient that may limit or prevent a person's participation in the Contest; (iv) any damages that may be caused, directly or indirectly, in whole or in part, notably to entrant's or other person's system or device, by any Web page, software or other download or by the transmission of any information concerning the Contest.

Web site. The Contest Organizer does not guarantee that access to or use of the Contest Web site or "Super C" Facebook page on the Facebook platform will be uninterrupted during the Contest Period or error-free.

Contest cancellation, suspension or modification. The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, in whole or in part, should human intervention or an event occur, such as a system problem with registering all entries, that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules.

Termination of participation in the Contest. Should the Contest have to close, in whole or in part, before the end of the Contest Period, the Contest Organizer may, at its sole discretion, proceed with a random draw from among the eligible entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending this Contest.

Personal information. By participating, entrants consent to the collection, use and disclosure of their personal information by the Organizer and/or its authorized agents for the purpose of administering the Contest and awarding prizes. In accepting a prize, a winner authorizes the Contest Organizer and its representatives to use, if need be, his/her name, address (city, province), voice, statements, photo, likeness and other representations and recording for advertising purposes in all media including, but not limited to, the Internet, without further notice or compensation. Each entrant may be required to sign a document to that effect.

Intellectual property and copyright. In submitting a photo, composition, design or other work (the "Work") for this Contest, the entrant guarantees that the work is free of third-party rights and that the entrant, holding all required rights, submits the Work and authorizes, including, but not limited to, its use, modification, transfer, adaptation, publication, communication, or distribution in any format, media or technology whatsoever, including, but not limited to, television, information technology, wireless or online. The entrant agrees to provide, upon request, proof that he/she holds the copyright/intellectual property rights to the Work and indemnify and hold harmless the Contest Organizer from and against all claims, actions, proceedings arising from any use of the Work.

Ownership. All Contest-related information and documents, including but not limited to, entry forms, scratch cards, and Declaration and Release Forms, information of a technical or operational nature or regarding designs, information systems, software, logos, trademarks and intellectual property are and remain the sole property of the Contest Organizer and will in no case be returned to participants.

Entrant identification. For the purpose of the Contest Rules, the entrant is the person whose name appears on the entry form, and the prize will be awarded to this person if he/she is selected and declared a winner. In the event of a dispute regarding the identity of the person who submitted an entry form, it will be deemed to have been submitted by the authorized account holder associated with the email address provided at the time of submission. "Authorized account holder" is defined as the natural person to whom an email address is assigned by an Internet or online service provider, or

other organization responsible for assigning email addresses for the domain associated with the submitted email address.

Contest Organizer's Decisions. Any decision by the Contest Organizer or its representatives regarding the Contest is final and without appeal.

Facebook. If the Contest is hosted on Facebook, by entering, Contest participants confirm that they indemnify and hold harmless Facebook from and against all liability and damages whatsoever arising from their participation in the Contest and acknowledge that the Contest is in no way sponsored, approved or administered by or associated with Facebook. Information provided by entrants is provided to the Contest Organizer and not to Facebook.

Miscellaneous. By entering the Contest, entrants agree to be bound by the Contest Rules and the decisions of the Organizer, which are final and without appeal in all matters, including, but not limited to, decisions regarding entry eligibility or disqualification and awarding of prizes. The Contest is subject to all applicable laws and regulations. Only selected entrants will be contacted. If a section of the Contest Rules is declared invalid or unenforceable by a court of competent jurisdiction, that section shall be considered invalid; all unaffected sections will remain valid.

Contest Rules in French and English. In the event of a conflict between the terms of the Contest rules in French and the terms of the Contest rules in English, the terms of the Contest rules in French shall prevail.

Contest Rules. The Contest Rules are available at on the “ <https://www.superc.ca/en>” website and at Participating Stores.

APPLICABLE LAW: For consumers residing in Quebec, this Contest and the Official Rules are governed by Quebec law, and all participants expressly agree that the courts of Quebec shall have exclusive jurisdiction over any dispute or litigation arising from or related to this Contest, and agree to submit to the jurisdiction of the courts of Quebec.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is found to be invalid, unenforceable, or illegal, these Rules shall remain in full force and effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained therein.

SUBJECT TO APPLICABLE LAWS: The Contest is subject to these Official Rules and all applicable federal, provincial, municipal, and local laws. By entering the Contest, you acknowledge that you have read the Official Rules and agree to comply with its terms and conditions and the decisions of the Contest Sponsor and Contest Organizer, which are final and binding in all matters relating to the Contest. Questions, comments, or complaints regarding the Contest should be directed to the Contest Organizer. **THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.**

Participating Products

Produit		SAP
Bud bière can.	30x355ml	25046601
BudLig.bière can.	30x355ml	30661901