

**SOCIAL LITE VODKA MASTER CHEF BARBEQUE CONTEST (THE "CONTEST")
OFFICIAL CONTEST RULES (THE "RULES")**

1. **SPONSOR. THE SPONSOR OF THIS CONTEST IS AWARE BEVERAGES INC (THE "CONTEST SPONSOR")**
2. **ELIGIBILITY. THE CONTEST IS OPEN TO LEGAL RESIDENTS OF ALBERTA AND BRITISH COLUMBIA CANADA WHO HAVE REACHED THE LEGAL DRINKING AGE IN THEIR PROVINCE OF RESIDENCE. THE CONTEST IS NOT OPEN TO EMPLOYEES, REPRESENTATIVES AND AGENTS OF THE CONTEST SPONSOR, OR MEMBERS OF THE IMMEDIATE FAMILIES (DEFINED AS PARENTS, SIBLINGS, CHILDREN AND SPOUSES, REGARDLESS OF WHERE THEY LIVE) OF PERSONS DOMICILED WITH (WHETHER RELATED OR NOT), ANY OF THE ABOVE.**
3. **CONTEST PERIOD. THE CONTEST WILL BEGIN ON APRIL 1, 2017 AT 12:01 AM EASTERN TIME ("ET") AND WILL END AT 11:59 PM ET ON AUGUST 31, 2017 (THE "CONTEST PERIOD").**
4. **HOW TO ENTER. TO ENTER, NO PURCHASE NECESSARY. FILL OUT THE ENTRY FORM AT SOCIALLITEVODKA.COM/CONTEST. PROVIDE YOUR NAME, MOBILE PHONE NUMBER OR EMAIL ADDRESS, PROVINCE, CONFIRMATION THAT YOU ARE OF LEGAL DRINKING AGE AND CONFIRMATION THAT YOU HAVE READ, UNDERSTOOD AND ACCEPT THESE RULES.**

NO PURCHASE NECESSARY. PURCHASE IS NOT REQUIRED AND DOES NOT ENHANCE CHANCE OF WINNING. TO ENTER BY MAIL, WITHOUT MAKING A PURCHASE, CLEARLY PRINT YOUR FULL LEGAL NAME, MAILING ADDRESS, PHONE NUMBER OR EMAIL ADDRESS WHERE YOU COULD BE REACHED AND YOUR AGE AT TIME OF ENTRY ON A PLAIN PIECE OF PAPER, AND TELL US IN FIFTY (50) OR MORE WORDS WHY YOU LOVE SOCIAL LITE VODKA PRODUCTS. MAIL YOUR SUBMISSION IN A SEALED, STAMPED AND HAND-PRINTED ENVELOPE TO: 311 LUPIN DRIVE WHITBY ONTARIO L1N 1Y5. EACH ELIGIBLE MAIL-IN SUBMISSION WILL BE ELIGIBLE FOR ONE (1) ENTRY INTO THE CONTEST. ALL MAIL-IN ENTRIES MUST BE RECEIVED BY AUGUST 31, 2017. EACH MAIL-IN ENTRY MUST BE MAILED IN A SEPARATE OUTER ENVELOPE, BEARING SUFFICIENT POSTAGE AND MUST BE SUBMITTED IN ENGLISH OR FRENCH. COMPUTER-GENERATED OR ELECTRONICALLY-REPRODUCED ENTRIES WILL NOT BE ACCEPTED. LIMIT OF ONE (1) NO PURCHASE ENTRY PER PERSON DURING THE CONTEST PERIOD. ALL ENTRIES BECOME THE SOLE PROPERTY OF THE CONTEST SPONSOR AND NONE WILL BE RETURNED FOR ANY REASON.

5. **PRIZES AND HOW TO WIN.**

(I) GRAND PRIZE: THERE IS ONE (1) GRAND PRIZE (THE "GRAND PRIZE") AVAILABLE TO BE WON. THE GRAND PRIZE IS A MASTER CHEF SELECT 4 PROPANE BARBEQUE. APPROXIMATE RETAIL VALUE OF GRAND PRIZE IS TWO HUNDRED AND FIFTY DOLLARS (CAD \$250) THE GRAND PRIZE MAY NOT BE EXACTLY AS SHOWN IN CONTEST PROMOTIONAL MATERIALS.

ON SEPTEMBER 15, 2017, A RANDOM DRAW WILL BE CONDUCTED BY THE CONTEST SPONSOR OR THE CONTEST SPONSOR'S AUTHORIZED REPRESENTATIVE FROM AMONG ALL ELIGIBLE ENTRIES RECEIVED DURING THE CONTEST PERIOD TO SELECT GRAND PRIZE WINNER. THE SELECTED ENTRANT WILL BE NOTIFIED BY PHONE OR EMAIL WITHIN TWO (2) BUSINESS DAYS FOR WINNER VERIFICATION. ODDS OF WINNING DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. THE GRAND PRIZE MUST BE ACCEPTED AS AWARDED, CANNOT BE SUBSTITUTED, TRANSFERRED, EXCHANGED OR SURRENDERED FOR CASH, EXCEPT AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST SPONSOR, WHICH RESERVES THE RIGHT FOR ANY REASON TO AWARD OR SUBSTITUTE THE GRAND PRIZE, OR PART THEREOF, OF EQUAL OR GREATER VALUE, INCLUDING WITHOUT LIMITATION, A CASH AWARD.

GRAND PRIZE WINNER MUST CORRECTLY ANSWER A MATHEMATICAL SKILL-TESTING QUESTION AND SIGN A PRIZE CLAIM FORM BEFORE A PRIZE CAN BE AWARDED.

6. **NOTIFICATION AND HOW TO CLAIM THE GRAND PRIZE. THE POTENTIAL GRAND PRIZE WINNER WILL BE NOTIFIED BY TEXT, TELEPHONE OR EMAIL AT THE CONTACT INFORMATION PROVIDED ON THE ENTRY. THIS NOTIFICATION (THE "NOTIFICATION") WILL OCCUR WITHIN TWO (2) BUSINESS DAYS AFTER THE GRAND PRIZE DRAW IS COMPLETED, OR AS SOON AS REASONABLY POSSIBLE THEREAFTER. IT IS THE ENTRANT'S RESPONSIBILITY TO PROVIDE A VALID TELEPHONE NUMBER OR EMAIL ADDRESS TO ENSURE PROMPT RECEIPT OF ANY NOTIFICATION. WITHIN THREE (3) BUSINESS DAYS FROM THE DATE OF THE NOTIFICATION AT THE PHONE NUMBER OR EMAIL ADDRESS PROVIDED (E.G. VIA TELEPHONE CONVERSATION OR BY LEAVING A VOICEMAIL, REGARDLESS OF WHEN IT IS RECEIVED):**

- **THE POTENTIAL WINNER MUST CLAIM HIS/HER GRAND PRIZE AS INSTRUCTED IN THE NOTIFICATION;**
- **THE POTENTIAL WINNER WILL BE REQUIRED TO CORRECTLY ANSWER A MATHEMATICAL SKILL-TESTING QUESTION WITHOUT ASSISTANCE OF ANY KIND, WHETHER MECHANICAL OR OTHERWISE, AT A TIME TO BE MUTUALLY AGREED UPON;**
- **THE POTENTIAL WINNER MUST ACCEPT THE TERMS OF A DECLARATION OF COMPLIANCE AND RELEASE (THE "RELEASE"), WHICH CONFIRMS COMPLIANCE WITH THESE RULES AND RELEASES THE CONTEST PARTIES FROM ALL LIABILITY WITH RESPECT TO THE ENTRANT'S PARTICIPATION IN THIS CONTEST AND THE AWARDED, USE AND MISUSE OF A PRIZE;**

- A POTENTIAL WINNER MAY BE REQUIRED TO FURNISH PROOF OF IDENTIFICATION THAT MAY INCLUDE A DRIVER'S LICENSE OR OTHER FORM OF PICTURE IDENTIFICATION AS PART OF THE VERIFICATION PROCESS.

IF THE POTENTIAL GRAND PRIZE WINNER DOES NOT RESPOND TO THE NOTIFICATION WITHIN THE TIMEFRAME SET OUT ABOVE, IS FOUND TO BE INELIGIBLE FOR ANY REASON, OR DECLINES TO ACCEPT THE PRIZE, THE PRIZE WILL BE FORFEITED, AND THE CONTEST SPONSOR MAY, AT ITS SOLE DISCRETION, SELECT ONE (1) ALTERNATE POTENTIAL GRAND PRIZE WINNER SUBJECT TO THE SAME TERMS SET OUT ABOVE. IF A GRAND PRIZE WINNER CANNOT BE VERIFIED, THE PRIZE WILL NOT BE AWARDED.

7. ADDITIONAL CONDITIONS OF PARTICIPATION. BY PARTICIPATING IN THIS CONTEST, ENTRANT ACCEPTS AND AGREES TO THESE RULES AND ALL DECISIONS OF THE CONTEST JUDGES (WHO MAY BE EMPLOYEES, AGENTS OR INDEPENDENT CONTRACTORS OF THE CONTEST SPONSOR), WHICH SHALL BE FINAL AND LEGALLY BINDING ON ENTRANT IN ALL MATTERS RELATING TO THIS CONTEST. LIMITATION OF LIABILITY. BY ENTERING THIS CONTEST, THE WINNER ACKNOWLEDGES AND AGREES THAT THE CONTEST PARTIES (I) SHALL HAVE NO LIABILITY OF ANY KIND WHATSOEVER WITH RESPECT TO THIS CONTEST AND/OR THE AWARDING, USE OR MISUSE OF ANY PRIZE, (II) MAKE NO WARRANTY, GUARANTY OR REPRESENTATION OF ANY KIND CONCERNING ANY PRIZE, (III) DISCLAIM ANY IMPLIED WARRANTY, AND (IV) ARE NOT LIABLE FOR INJURY, LOSS OR DAMAGE OF ANY KIND RESULTING FROM THE ENTRANT'S ACCEPTANCE, USE OR MISUSE OF ANY PRIZE OR OTHERWISE FROM SUCH ENTRANT'S PARTICIPATION IN THIS CONTEST. THE CONTEST PARTIES ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL OR OTHER ERRORS IN THE OFFER OR ADMINISTRATION OF THIS CONTEST, INCLUDING BUT NOT LIMITED TO ERRORS IN ADVERTISING, THE RULES, THE SELECTION AND ANNOUNCEMENT OF WINNERS, OR THE DISTRIBUTION OF THE PRIZES.
8. DISCREPANCY: THIS CONTEST IS SUBJECT TO ALL APPLICABLE, FEDERAL, PROVINCIAL AND MUNICIPAL LAWS. IN THE EVENT OF ANY DISCREPANCY OR INCONSISTENCY BETWEEN THE TERMS AND CONDITIONS OF THESE ENGLISH LANGUAGE RULES AND DISCLOSURES OR OTHER STATEMENTS CONTAINED IN ANY CONTEST-RELATED MATERIALS, INCLUDING, BUT NOT LIMITED TO: THE RELEASE, AND/OR POINT OF SALE, PRINT OR ONLINE ADVERTISING; THE TERMS AND CONDITIONS OF THESE ENGLISH LANGUAGE RULES SHALL PREVAIL, GOVERN AND CONTROL.
9. PERSONAL INFORMATION. UNLESS YOU SPECIFICALLY SELECT OTHERWISE, THE PERSONAL INFORMATION GATHERED ABOUT ENTRANTS IN THE COURSE OF THIS CONTEST WILL BE USED SOLELY BY THE CONTEST SPONSOR OR ITS DESIGNATED AGENT FOR THE ADMINISTRATION OF THE CONTEST AND IN CONNECTION WITH ANY PUBLICITY RELATING TO THE CONTEST.