

SOCIAL LITE VODKA 'SNOW TUBE' 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, CANADA. WHO HAVE REACHED THE LEGAL DRINKING AGE. 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 DECEMBER 3, 2020 AT 12:01 AM EASTERN TIME ("ET") AND WILL END AT 11:59 PM ET ON DECEMBER 31, 2020 (THE "CONTEST PERIOD").

4. HOW TO ENTER. COMPLETE THE ONLINE ENTRY FORM AT WWW.SOCIALLITEVODKA.COM/SNOWTUBE. ONE ENTRY PER PERSON.

WINNER WILL NEED TO PROVIDE 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.

5. PRIZES AND HOW TO WIN.

(I) GRAND PRIZES: THERE ARE TWENTY SEVEN (27) GRAND PRIZES (THE "GRAND PRIZES") OF SOCIAL LITE SNOW TUBES AVAILABLE TO BE WON IN THE ENTIRE CONTEST. THE PRIZE MUST BE ACCEPTED AS AWARDED.

GRAND PRIZE WINNER MUST CORRECTLY ANSWER A MATHEMATICAL SKILL-TESTING QUESTION AND SIGN A PRIZE CLAIM FORM BEFORE A PRIZE CAN BE AWARDED. IN THE EVENT OF A DISPUTE AS TO THE IDENTITY OF THE WINNER, THE WINNER WILL BE DEEMED TO BE THE PERSON WHOSE NAME THE EMAIL ACCOUNT GOVERNING THE EMAIL ADDRESS WAS OPENED. TO ENTER BY EMAIL WITHOUT OBLIGATION, EMAIL JULIE@SOCIALLITEVODKA.COM WITH "SNOWTUBE CONTEST ENTRY" IN THE SUBJECT LINE. ALL EMAIL ENTRIES MUST BE RECEIVED BY THE END OF THE CONTEST PERIOD.

6. NOTIFICATION AND HOW TO CLAIM THE GRAND PRIZE. THE POTENTIAL GRAND PRIZE WINNER(S) WILL BE NOTIFIED BY EMAIL AT THE CONTACT INFORMATION PROVIDED ON THE ENTRY. IT IS THE ENTRANT'S RESPONSIBILITY TO PROVIDE A VALID EMAIL ADDRESS TO ENSURE PROMPT RECEIPT OF ANY NOTIFICATION.

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 AWARDING, 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 WITHIN THREE BUSINESS DAYS, 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.

10. TERMINATION. AWARE BEVERAGES INC. RESERVES THE RIGHT, IN THEIR SOLE DISCRETION, TO TERMINATE ANY CONTEST, IN WHOLE OR IN PART, AND/OR MODIFY, AMEND OR SUSPEND A CONTEST, AND/OR THE CONTEST RULES IN ANY WAY, AT ANY TIME, FOR ANY REASON WITHOUT PRIOR NOTICE.

11. THESE ARE THE OFFICIAL CONTEST RULES. THE CONTESTS ARE SUBJECT TO APPLICABLE FEDERAL, PROVINCIAL AND MUNICIPAL LAWS AND REGULATIONS. THE CONTEST RULES ARE SUBJECT TO CHANGE WITHOUT NOTICE IN ORDER TO COMPLY WITH ANY APPLICABLE LAWS. ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THE CONTEST RULES OR THE RIGHTS AND OBLIGATIONS AS BETWEEN THE ENTRANT AND THE SPONSORS IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE PROVINCE.