

**DIAGEO WORLD CLASS CANADA
2015 OFFICIAL COMPETITION RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR TO WIN THIS COMPETITION. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. THIS COMPETITION IS OPEN TO LEGAL RESIDENTS OF CANADA AND IS GOVERNED BY CANADIAN LAW. MUST BE LEGAL DRINKING AGE AND OVER AGE MAJORITY IN YOUR PROVINCE OR TERRITORY TO PARTICIPATE.

1. COMPETITION PERIOD:

The World Class Canada Competition (the “**Competition**”) includes the following stages (1) online registration, including Recipe (as defined below) submission starting at 12am (EST) on April 9th, 2015, and closing at Midnight (PST) on April 20th, 2015 (the “**Entry Stage**”) (see Rules 3 and 4 below); (2) evaluation of the Recipes and selection of the top sixteen (16) entrants for each Region (as defined below) based on the highest Recipe scores in each of the Regions (as defined below) (the “**Regional Finalists**”) between April 21 and April 24, 2015 (see Rule 5 below); (3) Regional Challenges (as defined below) with the Regional Finalists in each Region and selection of the top Regional Finalist in each Region based on the highest Regional Challenge scores for each Region and the remaining 6 highest Regional Challenge Scores (the “**Finalists**”) between May 3 – 15, 2015 (see Rule 6 below); and (4) the Finalist Challenge (as defined below) and selection of the Finalist Prizes from June 21 – 25, 2015 in Chicago, USA (see Rule 6 below).

2. ELIGIBILITY:

The Competition is open to Canadian residents who are legal drinking age and over age majority in their respective province/territory or older at time of entry. You are not eligible to enter if you are an officer, director, employee, agent, or representative of, or a member of the immediate family (defined as parent, sibling, children and/or spouse, regardless of where they live) of, or domiciled with (whether related or not) any such officer, director, employee, agent or representative of Diageo Canada Inc. (the “**Sponsor**”), its advertising or promotional agencies, Diageo Canada Reserve Spirit Consultants, former Diageo World Class Canada winner, Diageo World Class Ambassador, the Ambassadors (as defined below), the Regional Finalist Judging Panel (as defined below) and the Finalist Judging Panel (as defined below) (collectively referred to as the “**Judging Panel**”), each of their respective parent, affiliated and related companies, any suppliers of materials and services related to this Competition, or any of the liquor agencies, boards, commission, branches, retailers and alcohol beverage distributors/wholesalers (the “**Liquor Authorities**”). The Sponsor, its advertising and promotional agencies, the Ambassadors, the Judging Panel, the Liquor Authorities, the parent, subsidiary, affiliate and related entities of each of the foregoing and all of their respective officers, directors, owners, employees, agents, representatives, successors and assigns shall be referred to herein as the “**Competition Entities**”. The provincial liquor authorities are not connected with this Competition in any manner whatsoever and are not liable in any way whatsoever in any regard to any matter which is related to this Competition.

In the event that you are selected as a Regional Finalist, you will be required to participate in the Regional Challenge for your Region in order to be eligible to be selected as a Finalist. In the event that you are selected as a Regional Finalist and you are unable to participate in the Regional Challenge for any reason whatsoever you will be disqualified and forfeit your Entry and the entrant with the next highest Recipe score will be selected as a Regional Finalist for your Region.

In the event that you are selected as a Finalist, you will be required to attend the Finalist Challenge in order to compete for a Prize (as defined below). In the event that you are selected as a Finalist and you are unable to attend the Finalist Challenge for any reason whatsoever you will be disqualified and forfeit the Finalist Prize and the Regional Finalist with the next highest score in the applicable Region will be selected as a Finalist.

In the event that you are selected as the potential winner of the Finalist Challenge, you will be required to attend the Global Competition (as defined below). In the event that you are selected as the potential winner and you are unable to attend the Global Competition for any reason whatsoever, you will be disqualified and forfeit the Grand Prize and the Finalist with the next highest score will be selected as the potential winner of the Grand Prize.

By participating in this Competition, each entrant warrants that his/her actions do not violate his/her employer's company policies and procedures (if applicable). Further, each entrant acknowledges and agrees that there is no obligation, expressed or implied, to purchase or offer for sale Sponsor's products at their place of employment (if applicable). For greater certainty, if entrant is responsible for purchase decisions of his/her employer, any decision to offer Sponsor's products at entrant's place of employment has been made freely and has not been influenced by the Competition or by the Sponsor in any way. Entrants must not promote their place of employment in any way in the course of participating in the Competition, and any reference to the entrant's place of employment must be limited to simply identifying it as resume information.

3. HOW TO ENTER:

No purchase or payment necessary to enter or win. To enter the Competition, go to www.facebook.com/#!/WorldClassCanada (the "**Competition Website**") during the Entry Stage and (i) complete the online profile including your first and last name, city of residence, email address, telephone number and password and submit your online profile; (ii) submit a cocktail recipe including, name of your recipe, ingredients, measurements, servings, time required, and step-by-step preparation instructions (each a "**Recipe**" and collectively, the "**Recipes**") and a photo of the Recipe (See Rule 4.1 below for the Recipe Submission Guidelines). Once you have completed all of the steps above and pressed "FINISH", you will be entered into the Competition (each entry referred to as an "**Entry**" and collectively as "**Entries**").

By submitting your Entry, you agree that: (i) you have read, understood and agree to be bound by these Official Competition Rules; (ii) you are legal drinking age and over age majority in your respective province/territory or older at time of entry; and (iii) your Recipe complies with the Recipe Submission Guidelines (See Rule 4.1 below). LIMIT: one (1) Entry per person and per email address in the Entry Stage. You may only use one (1) email address to participate in this Competition. All Entries must be received during the Entry Stage, after which time no further Entries will be accepted. Multiple Entries received in violation of these Official Competition Rules will be void. Each Entry must be submitted by the entrant him or herself.

4. THE ENTRY STAGE:

4.1 Recipe Submission Guidelines

Recipes must comply with the following Recipe submission guidelines (the "**Recipe Submission Guidelines**"):

- (i) Recipes must include at least one (1) premium spirit as the base spirit from the following: Ciroc® Ketel One® Vodka, Tanqueray® No. TEN Gin, Zacapa® Rum, Bulleit® Bourbon, Johnnie Walker® Blended Scotch Whisky, Tequila Don Julio®, Grand Marnier® Cordon Rouge, Crown Royal® Reserve, Crown Royal® Cask 16, Crown Royal® Limited Edition, PIMM's®, Cardhu Single Malt Scotch, Singleton Scotch Whisky, Talisker 10 Yr Old Single Malt Scotch, Lagavulin 16 Yr Old Single Malt Scotch, Oban 14 Yr Old Single Malt Scotch, Dalwhinnie 15 Yr Old Scotch Whisky, Cragganmore 12 Yr Old Single Malt Scotch, and Glenkinchie 12 Yr Old Single Malt Scotch (individually referred to as a "**Diageo Reserve**" and collectively referred to as the "**Diageo Reserves**").
- (ii) Other spirits or beverages may be used as secondary (or complimentary) ingredients.
- (iii) Recipes must be original (an original Recipe is the product of one's own mind and is not a copy or imitation of a Recipe published elsewhere) and entrant must own all necessary right, title and interest in and to the Recipe, including copyright.
- (iv) Recipes may not include more than EIGHT (8) ingredients, including fruit juices, syrups, drops, dashes. In addition, Recipes may include an additional spray of citrus fruit zest or an aromatic spray over the drink if specified as a garnish.
- (v) Recipes must contain a minimum of 1oz of a Diageo Reserve product and a maximum of 1.5oz of total combined alcoholic ingredients.
- (vi) Your Recipe submission must also include:

- a. a Recipe title;
 - b. a complete list of ingredients;
 - c. method including exact measurements for each ingredient and the number of servings (non-alcoholic ingredients for your Recipe must be readily available in Canada in most grocery stores);
 - d. Garnish;
 - e. Glass; and
 - f. A Photo (PNG, GIF, JPG or JPEG only. Maximum file size: 10MB)
- (vii) Your Recipe submission must not:
- a. have been submitted to another competition or won a prize;
 - b. have been published or publicized to the best of the entrant's knowledge (i.e., Recipe must not appear in major cookbooks, in magazines etc.);
 - c. include an inappropriate name for the drink (for example, rude, lurid, sexual words or words associated with narcotics or motor vehicles) as determined by the Sponsor and/or the Ambassadors (as defined below), in their sole discretion; or
 - d. violate the rights of any other parties, including without limitation, any intellectual property, trade secret or other proprietary right of any third parties.
- (viii) Recipe must not be offensive, defamatory, discriminatory, obscene, libellous, reflect poorly on Diageo Reserves or be inappropriate for use in advertising or for promotional publicity purposes as determined by the Sponsor and/or the Ambassadors in their sole discretion.
- (viii) Recipe must not violate the rights of any other parties, including without limitation any intellectual property, trade secret or other proprietary right of any third parties.

4.2 Intellectual Property Rights

By entering this Competition, each entrant: (a) grants to Sponsor a worldwide, royalty free, perpetual and unlimited non-exclusive license to edit, adapt, copyright, publish, use, reproduce or distribute the Recipe in any form or manner or media, whether now known or hereafter devised including, without limitation, on the Internet, for any purpose in connection with this Competition without further notice or compensation to any entrant; (b) consents to the publication and/or use of the entrant's name, city/province of residence, photograph, image and/or likeness in any form or manner or media, whether now known or hereafter devised including, without limitation, on the Internet, for any purpose in connection with this Competition without further notice or compensation to any entrant; (c) represents and warrants that the Recipe submitted by the entrant is the original work of the entrant exclusively, and entrant waives any and all moral rights that he/she may have in the Recipe with respect to the uses contemplated herein; (d) represents and warrants that each of the Recipe submitted by the entrant will not infringe any rights (including without limitation copyright, trade-mark, privacy, personality or other property, civil rights or intellectual property rights) of any person; and (e) agrees, before being named as a Regional Finalist, to sign any and all documents required by Sponsor confirming the foregoing.

5. THE REGIONAL FINALIST SELECTION STAGE

5.1 Judging Criteria for Recipes

Recipes submitted during the Entry Stage will be evaluated by the Sponsor's designated agents (the "Ambassadors") between April 21 - April 24, 2015. Any Recipes deemed to be non-compliant with the Recipe Submission Guidelines, as determined by the Ambassadors in their sole discretion, shall be deemed ineligible and the entrant will be disqualified.

The Ambassadors will make each Recipe based on the instructions provided. Each Recipe will be assigned a total score out of 50 based on the following criteria:

1. Combination of taste and balance: 0-15 points

2. Simplicity / Ease to make: 0-15 points
3. Extent to which the taste profile expresses the qualities of Diageo Reserve Brand: 0-10 points
4. Cocktail name: 0-5 points
5. Visual appeal: 0-5 points

In the case of duplicate Recipes (as determined by Ambassadors in their sole discretion), the first entry submitted on the Competition Website will be judged.

5.2 Regional Selection of the Regional Finalists

There are four Regions as follows: (i) the Province of British Columbia and the Yukon, (ii) the Provinces of Alberta, Saskatchewan and Manitoba and Nunavut and the Northwest Territories, (iii) the Province of Ontario, and (iv) the Provinces of Quebec, Prince Edward Island, New Brunswick, Nova Scotia and Newfoundland & Labrador (each referred to as a “**Region**” and collectively as the “**Regions**”).

The Ambassadors will select up to sixteen (16) Regional Finalists based on the top sixteen (16) highest scores received for the Recipes based on the above judging criteria for each Region (for a combined total of up to sixty-four (64) Regional Finalists). In the event of a tie, the Ambassadors will review the Recipes subject to the tie and determine, in their sole discretion, which entrant will be selected as a Regional Finalist.

Odds of being selected as a Regional Finalist depend on the number of eligible entries in each Region and the determinations of the Ambassadors based on the judging criteria noted.

5.3 Regional Finalist Notification

Regional Finalists will be notified by telephone on or around April 25, 2015 at the telephone number provided by the entrant at the time of entry. Communication will be entered into only with selected Regional Finalists.

Before being declared a Regional Finalist, each Regional Finalist must (1) correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question posed by telephone; and (2) complete and return to Sponsor (or its authorized agent) by the deadline specified in the documents a written Declaration of Compliance & Release (the “**Declaration and Release**”), which, among other things: (a) confirms compliance with these Official Competition Rules; (b) releases the Competition Entities from any liability in connection with this Competition including, without limitation participation in the Regional Finalist Challenge; and (c) grants the Sponsor a worldwide, royalty free, perpetual and unlimited non-exclusive license to edit, adapt, copyright, publish, use, reproduce or distribute the Recipe in any form or manner or media, whether now known or hereafter devised, including, without limitation in print, radio, television and Internet, for any lawful purpose including, without limitation, for the purposes of advertising and promoting Sponsor and its products and services, without further notice or compensation to the Regional Finalist; and (d) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Competition and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet.

In the event the Sponsor and/or its agent leaves a phone message for a Regional Finalist, the Regional Finalist must contact the Sponsor and/or its agent by phone at the number provided in the phone message. Inability to reach selected Regional Finalist by phone may result in disqualification as a Regional Finalist and selection of an alternate potential Regional Finalist with the next highest score as determined by the Ambassadors and who will be subject to disqualification in the same manner, provided sufficient time remains.

5.4 Regional Finalist Prize

There are up sixteen (16) prizes for each Region for a total of up to sixty-four (64) prizes (individually referred to as a “**Regional Finalist Prize**”). Each Regional Finalist Prize consists of:

- One (1) entry into the applicable Regional Challenge (as defined below)

The Regional Challenges will occur in the following cities and dates.

- Calgary – May 3rd
- Vancouver – May 5th
- Toronto – May 10th
- Montreal – May 12th

(Individually referred to as a “**Regional Challenge**” and collectively as the “**Regional Challenges**”)

In the event that the residence of a Regional Finalist is outside a 50km radius from the Regional Challenge, the Regional Finalist will receive one night stay at a local hotel and travel costs that include mileage outside of the 50km, or cost of flight or boat (or combination of) at the sole discretion of the Sponsor. All other expenses not specifically provided for in the Official Competition Rules as being included in the Regional Finalist Prize will be the full responsibility of the Regional Finalists.

The approximate retail value of each Regional Finalist Prize is \$500 however such value may vary depending on where the winner resides. The winner is not entitled to any monetary difference between actual Regional Finalist Prize value and stated approximate Regional Finalist Prize value, if any.

As a Regional Finalist, you must compete in the Region in which you reside. Each Regional Finalist must be available to travel to the applicable Regional Challenge on the date noted above. The dates of the Regional Challenges are subject to change. In the event a Regional Challenge (or any portion thereof) is postponed, cancelled or otherwise unavailable for any reason, Sponsor is not responsible for providing any replacement for the postponed or cancelled Regional Finalist Challenge. Any unused portion of the Regional Finalist Prize is forfeited and has no cash value.

The Regional Finalist Prizes must be accepted as awarded, are not transferable, cannot be substituted or redeemed for cash or otherwise. The Sponsor reserves the right, in its sole discretion, at any time to substitute any Regional Finalist Prize (or component thereof) with another prize (or component) of equal or greater monetary value. Sponsor makes no representations or warranties with respect to any prize. No alcohol is included in any part of a prize.

6. THE FINALIST SELECTION STAGE

6.1 Regional Challenges

Regional Finalists will be required to compete in the applicable Regional Challenge. Regional Finalists must behave in an appropriate manner and comply with all guidelines, rules and instructions of the Sponsor.

During each Regional Challenge, each Regional Finalist will complete a written test (the “**Test**”) and will make one (1) or more cocktails (individually referred to as a “**Cocktail**” and collectively as “**Cocktails**”).

Further details about the Test and the Cocktail(s) (including the judging criteria for the Cocktail(s)) shall be provided to the Regional Finalists prior to the Regional Challenges and will form part of these Competition Rules (the “**Regional Challenge Package**”).

6.2 Selection of Finalists

The Regional Challenges shall be judged by a judging panel selected by the Sponsor in its sole discretion (the “**Regional Judging Panel**”) using the judging criteria outlined in the Regional Challenge Package. There will be up to 10 Regional Finalists. The Regional Finalist in each Region receiving the highest score based on the combined Test score (worth 10% of the score) and Cocktail score (worth 90% of the score) for each Region will automatically qualify for the Finalist Challenge (4 Regional Finalists in total). The remaining six (6) Finalists will be selected based on the next highest scores of the Regional Challenges collectively (the scores of all of the Regions will be amalgamated). In the event of a tie, the Regional Finalist Judging Panel will use the scores from the Recipes submitted during the Entry Stage as the tiebreaker to determine the selected Finalist.

Odds of being selected as a Finalist depend on the number of Regional Finalists in each Region (up to sixteen (16) in each Region for a total of up to sixty-four (64)) and the scores given by the Regional Judging Panel.

In order for the selected Finalist to be named a Finalist, each selected Finalist:

- Must be available to attend the Finalist Challenge in Chicago, Illinois from June 21 to June 25, 2015

- b. Must commit to a 60 minute telephone screening & debrief with the Sponsor and/or its designated agent between May 13 - May 15, 2015.
- c. Consent to a criminal background check
- d. Must possess a valid and current Canadian Passport
- e. Must be available to represent Canada in the Global Competition (as defined below).
- f. Must be open to the option of working for any one of Diageo's agencies to promote World Class in the future.

6.3 Finalist Notification

The selected Finalist from each of the 4 Regions will be notified at the Regional Challenge. The remaining six (6) Finalists will be notified by telephone on or around May 13, 2015 at the telephone number provided by the entrant at the time of entry. Communication will be entered into only with selected Finalists. Before being declared a Finalist, each Finalist must (1) correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question posed by telephone; and (2) complete and return to Sponsor (or its authorized agent) by the deadline specified in the documents a written Declaration of Compliance & Release (the "**Declaration and Release**"), which, among other things: (a) confirms compliance with these Official Competition Rules; (b) releases the Competition Entities from any liability in connection with this Competition including, without limitation participation in the Finalist Challenge; and (c) grants the Sponsor a worldwide, royalty free, perpetual and unlimited non-exclusive license to edit, adapt, copyright, publish, use, reproduce or distribute the Recipe in any form or manner or media, whether now known or hereafter devised, including, without limitation in print, radio, television and Internet, for any lawful purpose including, without limitation, for the purposes of advertising and promoting Sponsor and its products and services, without further notice or compensation to the Finalist; and (d) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Competition and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet.

In the event the Sponsor and/or its agent leaves a phone message for a Finalist, the Finalist must contact the Sponsor and/or its agent by May 13, 2015 at the number provided in the phone message. Inability to reach selected Finalist or failure by any selected Finalist to correctly answer the mathematical skill-testing question or complete, sign and return the Declaration and Release, or any other required documentation, within the time limit specified by Sponsor, or the return of any notification as undeliverable, or failure to provide proof of eligibility (if requested), or other non-compliance with these Official Competition Rules may result in disqualification as a Finalist and selection of an alternate potential Finalist with the next highest score as determined by the Regional Finalist Judging Panel and who will be subject to disqualification in the same manner, provided sufficient time remains. If disqualified, an entrant forfeits the Finalist Prize.

6.5 Finalist Prize

There are up to 10 prizes (individually referred to as a "**Finalist Prize**"). Each Finalist Prize consists of:

- One (1) entry into the Finalist Challenge.
- Return air transportation (economy class) from the Canadian international airport nearest to the Finalist's home, as determined by the Sponsor in its sole discretion, to Chicago, USA leaving on June 21st and returning on June 26th, five (5) nights accommodation (based on one (1) standard room) at a four star hotel in Chicago, Illinois to be selected by the Sponsor in its sole discretion.

The approximate retail value of each Finalist Prize is \$2,000 CAD based on a Vancouver departure however the actual retail value of the Finalist Prize may vary and will depend on the date of booking. The winner is not entitled to any monetary difference between actual Finalist Prize value and stated approximate Finalist Prize value, if any.

Each Finalist must have a valid Canadian Passport and be able to fly to the US and must be available to travel to Chicago, USA on June 21 2015 and return to his/her home on June 26, 2015. The airline used for travel will be determined by the Sponsor based on the date/time of trip and airline availability. All other expenses not specifically provided for in the Official Competition Rules as being included in the Finalist Prize will be the full responsibility of the Finalists including, without limitation, all flight departure taxes and fees, optional seat

selection fees, additional checked luggage fees, entertainment costs, meals and beverages, gratuities, merchandise, telephone calls, all personal expenses of any kind or nature, together with any applicable overnight layover. All travel dates, accommodation on board the plane and hotel accommodation are subject to space availability and subject to change without notice or compensation. Each Finalist is solely responsible for all costs incurred for transportation to and from the relevant airports at departure and arrival. It is also the responsibility of each Finalist to obtain all necessary travel documentation. It is recommended that each Finalist obtain sufficient personal insurance prior to departure. Each Finalist must comply with all hotel check-in requirements including, without limitation, the presentation of a major credit card. Sponsor is not responsible if a Finalist is denied access to the aircraft or entry/re-entry into destination province. In such an event, the Finalist will be solely responsible for any expenses incurred and the Finalist Prize may be forfeited, in whole or in part. If the Finalist does not utilize any part(s) of the Finalist Prize, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place. All travel and hotel arrangements relating to the Finalist Prize must be made through the Sponsor or its designated agents. The Finalist Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program. In the event the Finalist Prize (or any portion thereof) is postponed, cancelled or otherwise unavailable for any reason, the balance of the Finalist Prize will be awarded in full satisfaction of the Finalist Prize and Sponsor is not responsible for providing any replacement for the postponed, cancelled or unavailable component. Any unused portion of the Finalist Prize is forfeited and has no cash value.

The Finalist Prizes must be accepted as awarded, are not transferable, cannot be substituted or redeemed for cash or otherwise. The Sponsor reserves the right, in its sole discretion, at any time to substitute any Finalist Prize (or component thereof) with another prize (or component) of equal or greater monetary value. Sponsor makes no representations or warranties with respect to any prize. No alcohol is included in any part of a prize.

7. FINALIST CHALLENGE:

7.1 Finalist Challenge

Finalists will be required to compete in the Finalist Challenge. Finalists must behave in an appropriate manner and comply with all guidelines, rules and instructions of the Sponsor.

During each Regional Challenge, each Finalist will make one (1) or more cocktails (individually referred to as a “**Cocktail**” and collectively as “**Cocktails**”).

Further details about the Cocktail(s) (including the judging criteria for the Cocktail(s)) shall be provided to the Finalists prior to the Finalist Challenge and will form part of these Competition Rules (the “**Finalist Challenge Package**”).

7.2 Judging Criteria and Selection Process

The Challenges shall be judged by a judging panel selected by the Sponsor in its sole discretion (the “**Finalist Judging Panel**”) using the judging criteria outlined in the Finalist Challenge Package.

The Finalist receiving the combined highest score for all of the Cocktails from the Finalist Judging Panel will be selected as the potential winner of the Grand Prize (defined below). The two (2) Finalists receiving the next highest scores will be selected as potential winners of the Secondary Prizes (defined below). In the event of a tie the two (2) Finalists will have to take part in a ‘Shake Off’ consisting of the Finalists making one cocktail as part of a new challenge determined by the Finalist Judging Panel.

Odds of being selected as the potential winner depend on the number of Finalists (maximum number of Finalists is ten) and the determinations of the Finalist Judging Panel based on the judging criteria described above.

Before being declared a winner, each potential winner will be required to (1) correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question posed by telephone; and (2) sign and return to Sponsor, within the time period specified, a Declaration and Release Form which will release the Competition Entities from any liability in connection with the Prize (as defined below) and which will grant the Sponsor all right, title and interest in and to your Cocktails for use by Sponsor in any manner or media whether now known or hereafter devised anywhere in the world in perpetuity for any purpose including without limitation for the purposes of advertising and trade.

7.3 Finalist Prize Descriptions

There is one (1) grand prize (the “**Grand Prize**”) available to be won, consisting of the following:

- Designation of Diageo World Class Canada Bartender of the Year 2015
- One (1) entry into the Diageo World Class Global Competition involving approximately 50 bartenders from around the world competing for the designation of Diageo World Class Bartender of the Year 2015 (the “**Global Competition**”) taking place in South Africa from August 28 – September 5, 2015 (Entry includes accommodation and meals).
- Return air transportation (economy class) for one (1) winner from the Canadian international airport nearest to the winner’s residence, as chosen by the Sponsor in its sole discretion
- \$100 spending money in the form of a traveller’s cheque

Total approximate retail value of the Grand Prize is \$5,000 CAD based on a sample Vancouver departure, however the actual retail value of the Grand Prize may vary and will depend on the date of booking, date of travel and changes in exchange rates. The winner is not entitled to any monetary difference between actual Grand Prize value and stated approximate Grand Prize value, if any.

The selected Finalist must be available to travel to South Africa on August 27, 2015 and return to Canada on September 6, 2015. The airline used for travel will be determined by the Sponsor based on the date/time of trip and airline availability. All other expenses not specifically provided for in the Official Competition Rules as being included in the Grand Prize will be the full responsibility of the Competition winner including, without limitation, all flight departure taxes and fees, optional seat selection fees, additional checked luggage fees, entertainment costs, meals and beverages, gratuities, merchandise, telephone calls, all personal expenses of any kind or nature, together with any applicable overnight layover. All travel dates, accommodation on board the plane and hotel accommodation are subject to space availability and subject to change without notice or compensation. The winner is solely responsible for all costs incurred for transportation to and from the relevant airports at departure and arrival. It is also the winner’s responsibility to obtain all necessary travel documentation including valid passport and visas if applicable prior to ticketing and to comply with any customs immigration requirements. It is recommended that the winner obtain sufficient personal insurance prior to departure. Winner must comply with all hotel check-in requirements including, without limitation, the presentation of a major credit card. Sponsor is not responsible if winner is denied access to the aircraft or entry/re-entry into destination province. In such an event, winner will be solely responsible for any expenses incurred and the Grand Prize may be forfeited, in whole or in part. If the winner does not utilize any part(s) of the Grand Prize, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place. All travel and hotel arrangements relating to the Grand Prize must be made through the Sponsor or its designated agents. The Grand Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program. If the winner chooses to upgrade their travel package, extend the length of their trip, or stop along the way this will be at the winner’s own expense. In the event the Grand Prize (or any portion thereof) is postponed, cancelled or otherwise unavailable for any reason, the balance of the Grand Prize will be awarded in full satisfaction of the Grand Prize and Sponsor is not responsible for providing any replacement for the postponed, cancelled or unavailable component. Any unused portion of the Grand Prize is forfeited and has no cash value.

There are two (2) secondary prizes (each a “**Secondary Prize**”) available to be won, each consisting of a Bar Kit. The approximate retail value of each Secondary Prize is \$500.

Prizes must be accepted as awarded, are not transferable, cannot be substituted or redeemed for cash or otherwise. The Sponsor reserves the right, in its sole discretion, at any time to substitute any prize (or component thereof) with another prize (or component) of equal or greater monetary value. Sponsor makes no representations or warranties with respect to any prize. No alcohol is included in any part of a prize.

7.4 Intellectual Property Rights

By participating in the Finalist Challenge, each Finalist: (a) grants to Sponsor a worldwide, royalty free, perpetual and unlimited non-exclusive license to edit, adapt, copyright, publish, use, reproduce or distribute the Cocktails in any form or manner or media, whether now known or hereafter devised including, without limitation, on the Internet, for any purpose in connection with this Competition without further notice or compensation to any entrant; (b) consents to the publication and/or use of the entrant’s name, city/province of residence, photograph, image and/or likeness in any form or manner or media, whether now known or

hereafter devised including, without limitation, on the Internet, for any purpose in connection with this Competition without further notice or compensation to any Finalist (c) represents and warrants that each of the Cocktails submitted by the Finalist are the original work of the Finalist exclusively, and Finalist waives any and all moral rights that he/she may have in the Cocktails with respect to the uses contemplated herein; (d) represents and warrants that the Cocktails submitted by the Finalist will not infringe any rights (including without limitation copyright, trade-mark, privacy, personality or other property, civil rights or intellectual property rights) of any person; and (e) agrees, before being named as a winner and being awarded any prize, to sign any and all documents required by Sponsor confirming the foregoing.

8. PERSONAL INFORMATION:

Sponsor and its authorized agents will collect, use, and disclose the personal information you provide when you enter the Competition for the purposes of administering the Competition and Prize fulfillment. By entering this Competition, you consent to such collection, use and disclosure of your personal information. You may also be offered the opportunity to receive additional communications from Sponsor about its products, and upcoming Competitions and promotions. You will only be contacted for these purposes if you consent to receive such communications at the time of entry. Entrants who opt-in to receive such communications may opt out at any time. By entering this Competition, you consent to the collection, use, disclosure and management of your personal information for these purposes and as otherwise described in Sponsor's privacy policy located at: [www. http://www.diageo.com/en-row/Pages/privacypolicy.aspx](http://www.diageo.com/en-row/Pages/privacypolicy.aspx).

By accepting a Prize, the winner consents to the use of his/her name, address (city and province), picture, biographical information, voice, statements relating to this Competition, and photographs or other likenesses, without further compensation or authorization, in any advertising and publicity in any form or media, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, carried out by the Sponsor or any related entities thereto in connection with this Competition.

9. LIMITATIONS OF LIABILITY AND RELEASES:

BY PARTICIPATING IN THIS COMPETITION, ENTRANTS AGREE THAT COMPETITION ENTITIES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY CLAIMS, INJURIES, LOSSES, DAMAGES, COSTS OR EXPENSES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY, INCLUDING PERSONAL INJURY OR DEATH, ARISING OUT OF OR RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS COMPETITION OR ANY COMPETITION-RELATED ACTIVITY, INCLUDING ACCESS TO AND PARTICIPATION IN THE FINALIST CHALLENGE; B) ANY CLAIMS BASED ON IDEA MISAPPROPRIATION, COPYRIGHT OR TRADEMARK INFRINGEMENT, INVASION OF PERSONALITY OR PRIVACY RIGHTS, PLAGIARISM, DEFAMATION OR ANY VIOLATION OF ANY OTHER PERSONAL OR PROPRIETARY RIGHTS; OR C) THE AWARDING, RECEIPT, POSSESSION, USE OR MISUSE OF ANY PRIZE. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

Without limiting the foregoing, the Competition Entities shall not be responsible for: (a) any of the equipment or programming associated with or utilized in the Competition, or by any technical or human error which may occur in the processing of submissions in the Competition; (b) lost, interrupted, or unavailable network, server, service provider, on-line systems, telephone networks or telephone lines, or any other connections; (c) the theft, destruction, loss or unauthorized access to, or alteration of, Entries; (d) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (e) garbled transmissions or miscommunications; (f) failure of any e-mail to be received by or from any independent Competition judging organization or Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (g) damage to a user's computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Competition; (h) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; or (i) technical, pictorial, typographical or editorial errors or omissions contained herein.

10. GENERAL CONDITIONS:

By entering, entrants agree to be bound by these Official Competition Rules and the decisions of the Sponsor, which shall be final and binding in all matters pertaining to this Competition. The Finalists and the Grand Prize winner will be required to follow all directions and instructions of the Sponsor or their receipt of the Finalist Prizes or the Grand Prize (as applicable) may be forfeited. This Competition is subject to all applicable federal, provincial and municipal laws and is void where prohibited. All Entries become the property of Sponsor and none will be returned or acknowledged. All Entries are subject to verification at any time. The Sponsor is not responsible for late, lost, incomplete or illegible Entries. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of this Competition; to be acting in violation of these Official Competition Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. 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) to participate in this Competition. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification. In the event of a dispute as to the identity of the person who submitted any Entry, the authorized account holder of the e-mail address submitted at registration will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an e-mail address by an access provider, service provider, or other person or organization responsible for assigning e-mail addresses for the account associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder. Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux, to terminate or amend this Competition, or these Official Competition Rules, in whole or in part, at any time, without prior notice for any reason, including, without limitation, if any factor interferes with the proper conduct of the Competition as contemplated by these Official Competition Rules. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Competition Rules and disclosures or other statements contained in any Competition-related materials, including, but not limited to: the Competition Website, and/or point of sale, television, print or online advertising; the terms and conditions of these Official Competition Rules shall prevail, govern and control. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Competition Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Competition Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Competition Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document referenced above, such winner will no longer be eligible to receive the prize and the prize will be forfeited and the entrant will not be eligible to continue to participate in the Competition.

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 ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purposes of helping the parties to reach a settlement.