OFFICIAL RULES OF THE "WIN YOUR WAY TO SUPER BOWL LXI" CONTEST

IMPORTANT: PLEASE READ THESE OFFICIAL RULES (THE "RULES") BEFORE ENTERING THE "WIN YOUR WAY TO SUPER BOWL LXI" CONTEST. BY ENTERING THE CONTEST, THE PARTICIPANT CONFIRMS THAT THEY MEET ALL OF THE ELIGIBILITY REQUIREMENTS SET OUT BELOW AND AGREE TO BE UNCONDITIONALLY BOUND BY THESE OFFICIAL RULES AND ALL DECISIONS OF LABATT BREWERIES AND GROUPE SPORTSCENE INC. (ALSO KNOWN AS LA CAGE – BRASSERIE SPORTIVE).

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 claim relating to participation in this promotion or any prize awarded in connection with it. The NFL Entities have not offered or sponsored this promotion in any way.

1. CONTEST PERIOD

The "WIN YOUR WAY TO SUPER BOWL LXI" contest (hereinafter the "Contest") is organized by Groupe Sportscene Inc., doing business as La Cage – Brasserie sportive (hereinafter the "Organizer"), in collaboration with Labatt (hereinafter the "Sponsor"). The Contest begins on November 23, 2026, at 11:00 a.m. (EST) and ends on December 6, 2026, at 11:59 p.m. (EST) (hereinafter the "Contest Period"). Any reference in these Rules to the time on December 6, 2026, refers to Eastern Standard Time (EST).

2. ELIGIBILITY

NO PURCHASE NECESSARY TO ENTER. YOU MUST BE 21 YEARS OF AGE OR OLDER AND A RESIDENT OF QUEBEC.

ELIGIBILITY: To be eligible to enter, you must: (i) be of legal drinking age in your province or territory of residence; (ii) be a legal resident of Quebec; (iii) hold a valid passport for travel to the United States; and (iv) not be an immediate family member of an employee, subcontractor, agent or representative of the Contest Sponsor or Organizer, the NFL Entities, or any of their parent companies, subsidiaries, affiliates, agencies, distributors, liquor boards, liquor licensees, prize suppliers, or any of their respective shareholders, trustees, directors, officers, employees or agents, or any person domiciled with any of the foregoing. For the purposes of the Contest, "immediate family" means a parent, spouse, sibling, child, or any person residing in the same household as or domiciled with such employees or representatives. Provincial liquor authorities are in no way connected with this Contest and are in no way responsible for any matter relating to this Contest.

If the identity of an entrant is disputed, the authorized account holder of the email address submitted at the time of entry will be deemed to be the entrant. The person assigned to the email address by an online service provider, Internet service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address is considered the authorized account holder. An entrant may be required to provide the Contest Sponsor with proof that they are the authorized account holder of the email address associated with the winning entry.

3. HOW TO ENTER

3.1 AT A LA CAGE – BRASSERIE SPORTIVE RESTAURANT

From November 23 to December 6, 2026, the consumer must be a Club Cage member and consume a pint or pitcher of Labatt beer. The offer is valid on a pint or pitcher of Molson Ex or Coors Light at La Cage Place Bell and La Cage Centre Bell. With the purchase of a pint, the

member receives one (1) entry; with the purchase of a pitcher, the member receives three (3) entries to win the Grand Prize described below.

3.2 NO-PURCHASE ENTRY

To enter the Contest without making a purchase, the consumer must submit to La Cage – Brasserie sportive, in accordance with the mailing instructions below, an original, non-mechanically reproduced essay of at least 100 words explaining why they would like to participate in the Contest. Each essay must be handwritten and different. The consumer must mail the essay no later than December 6, 2026, with "WIN YOUR WAY TO SUPER BOWL LXI CONTEST" written on the envelope, to the following address: Groupe Sportscene Inc. (La Cage – Brasserie sportive), 4605 boulevard Lapinière, Suite 105, Brossard, Quebec, J4Z 3T5. The consumer must include their name, full address, city, province, postal code, telephone number (including area code), date of birth and email address. In addition, the bottom of the letter must state: "I am 21 years of age or older." Each no-purchase entry request must be mailed separately. Limit of one (1) no-purchase entry per person, per day.

All entries are subject to verification. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor, including, without limitation, government-issued photo identification) to enter the Contest. Failure to provide such proof within the required time may result in disqualification. For the purpose of determining the time an entry is received, only the Contest server's clock will be used.

The use of any automated system to enter or participate in the Contest is prohibited and will result in the disqualification of the entrant or purported entrant and any associated entry, at the Sponsor's sole and absolute discretion.

4. ENTRY DEADLINE

The deadline to enter is December 6, 2026, at 11:59 p.m.

5. VERIFICATION

All entries are subject to verification at any time and for any reason. The Organizer reserves the right, in its sole discretion, to require proof of identity or eligibility (in a form acceptable to the Organizer, including official photo identification): (i) to confirm an individual's eligibility to participate in the Contest; (ii) to confirm the eligibility or legitimacy of an entry (or purported entry) in the Contest; or (iii) for any other reason the Organizer deems necessary, in its sole discretion, to administer the Contest in accordance with these Rules. Failure to provide such proof to the Organizer's full satisfaction within the time specified by the Organizer may result in disqualification, at the Organizer's sole discretion. The Contest server(s) are the only means of determining the date and time for the purposes of the Contest. All decisions of the Contest Sponsor or Organizer are final and not subject to appeal.

6. PRIZES

There is one (1) Grand Prize available to be won, consisting of one (1) trip for two (2) people to Super Bowl LXI in Los Angeles, California (the "Grand Prize"). The Grand Prize includes: two (2) upper-level tickets to attend Super Bowl LXI (for the winner and their guest) on February 14, 2027 (seat locations shall be at the Contest Sponsor's discretion); round-trip economy-class airfare between the Canadian international airport closest to the Contest winner's residence and Los Angeles, California; three (3) nights of accommodation in Los Angeles, California (double occupancy at a hotel selected by the Contest Sponsor); certain meals (3 breakfasts, 2 lunches and 2 dinners), as determined by the Contest Sponsor; two (2) passes to the pre-game hospitality event (for the winner and their guest); ground transportation between the hotel and the airport in Los Angeles; ground transportation to organized events and the football game (as determined by the Contest Sponsor); a $400 CAD allowance

(payable to the winner only in the form of a prepaid credit card or Interac e-Transfer, at the Contest Sponsor's discretion); souvenirs, including one official lanyard and one game program per person (at the Contest Sponsor's discretion); stadium guest services staff assistance; and taxes on included services. Alcohol is not included in the Grand Prize. The approximate retail value of the Grand Prize is $30,000 CAD (based on departure from Montreal). Travel dates must fall between February 12 and 15, 2027, subject to the event schedule and at the Contest Sponsor's discretion. The winner and their guest must be available to travel at any time during these dates.

Travel documents (including a valid passport for travel to the United States), insurance, taxes, gratuities, additional transportation, baggage fees, food and beverages, medical vaccinations, and all other personal costs and expenses not specifically included in the description above are the sole responsibility of the winner and their guest. The winner and their guest must be 21 years of age or older and eligible to travel to the United States. The winner must hold a valid credit card for check-in, incidental charges and security deposits required by the hotel at the time of travel. The Contest Sponsor is not responsible if travel is prevented or denied due to reasons or decisions of government authorities (foreign or domestic), other airlines or airport authorities. Regional travel restrictions may apply. The winner and their guest must comply with all venue and event policies, including, without limitation, presenting valid photo identification at the event venue for age verification or identification purposes, if requested. The Contest Sponsor is not responsible if admission to the event venue is denied due to reasons or decisions of government authorities (federal or provincial) or regional health authorities. The Contest Sponsor reserves the right to revoke the Prize, in whole or in part, from the winner or their guest who, in the opinion of the Sponsor or venue staff, may, in their sole discretion, be intoxicated, pose a safety or health risk, have violated a venue policy or law, or could harm the reputation of the Contest Sponsor. The Contest winner and their guest may be required to access tickets exclusively by mobile device (paperless), in accordance with the rules of the selected venue. The Contest Sponsor is not responsible if the event associated with the Grand Prize is cancelled for any reason. Additional terms and conditions apply to the tickets and will appear on the tickets once awarded. The Contest Sponsor reserves the right to replace all or part of the Grand Prize with an item of equal or greater value, in its sole and absolute discretion.

The Grand Prize must be accepted as awarded. The Grand Prize may not be resold, transferred or exchanged for cash. No substitution of the Grand Prize is permitted, except by the Contest Sponsor, which reserves the right to replace the Grand Prize or any part thereof with a prize of equal or greater value. All decisions of the Contest Sponsor relating to the Contest are final and not subject to appeal. The Contest Sponsor is not responsible for the Grand Prize once it has been shipped.

The Contest Sponsor makes no representation and provides no warranty of any kind regarding the appearance, safety or performance of the Grand Prize.

ODDS: The odds of winning depend on the number of entrants. Members may enter more than once.

7. DRAW

The Grand Prize draw will be conducted at random from among all entrants. The winner will be selected by random draw on December 9, 2026, at 1:00 p.m. The draw will take place at La Cage's head office at 4605 boulevard Lapinière, Suite 105, Brossard, Quebec, J4Z 3T5.

Any entrant selected under this Contest who does not comply with the Contest conditions will be automatically disqualified, and another draw will be held to select an entrant. Identification may be required when claiming the Prize.

8. AWARDING THE PRIZE

Entry verification. The validity of every entry is subject to verification by the Sponsor. Any entry that is illegible, incomplete or submitted fraudulently will be disqualified. Any entrant or person

attempting to enter by a means contrary to these official Contest Rules, or otherwise disrupting the operation of the Contest or acting unfairly toward other entrants or potential entrants, will be disqualified. Any decision made by the Contest judges, who may be employees or independent organizations, including any decision concerning the eligibility or disqualification of an entry or participation, is final and binding. Entries become the property of the Sponsors and will not be returned.

To be declared a winner, selected entrants must first, in addition to meeting the Contest eligibility criteria and complying with the official Contest Rules (the "Winner"):

a) Respond to the email or telephone message sent by the Organizer's or Contest Sponsor's representative no later than December 11, 2026, at 5:00 p.m.;

b) Correctly answer a mathematical skill-testing question in the Prize acceptance form.

Disqualification. Failure to meet each of the conditions set out above will result in the selected entrant's disqualification, and they will not receive any Prize. In that case, the Organizer and Sponsors reserve the right, in their sole and absolute discretion, to award the Prize to the entrant with the next-best result as the potential Prize winner.

Prize claim. The Organizer's and Sponsor's representative will contact the Winner to inform them of the arrangements for claiming the Prize. The Winner will receive the Prize by mail.

No communication or correspondence relating to the Contest will be exchanged with entrants, except with the entrant selected as the potential Prize winner.

By entering or attempting to enter this Contest, each entrant and/or purported entrant agrees to forever release, discharge and hold harmless the Sponsors, the NFL Entities and their directors, officers, employees, shareholders, agents or other representatives (collectively, the "Releasees") from any claim, action, damage, demand, cause of action, lawsuit, debt, duty, account, bond, agreement, warranty, indemnity, contract or liability of any kind arising out of or relating to the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules, or acceptance and use of the Prize. The Releasees shall not be liable for lost, incomplete, late or misdirected entries, or for any failure of the Contest Website during the Contest Period, or for any technical malfunction or other problem with telephone lines or networks, online computer systems, servers, access providers, computer equipment or software, or any other technical problems or Internet or Website congestion, or any combination of the foregoing. The Releasees shall not be liable for any injury or damage to any person or property resulting from or related to that person's or any other person's participation or attempted participation in this Contest. Any attempt to deliberately damage any Website or undermine the legitimate operation of this Contest constitutes a violation of criminal and civil laws and, should such an attempt occur, the Organizer and Sponsors reserve the right to seek remedies or damages to the fullest extent permitted by law, including through criminal prosecution.

9. PRIZE SUBSTITUTION AND CONTEST MODIFICATION

Prize acceptance. The Prize must be accepted as described in these Rules and as awarded, and may not be returned, transferred, substituted for another prize or exchanged, in whole or in part, for cash. If, for reasons beyond its control and unrelated to the Winner, the Organizer and Sponsors are unable to award the Prize as described in these Rules, the Organizer and Sponsors reserve the right to award a prize (or portion of a prize) of the same nature and equivalent value. The Prize is not transferable to another person.

Prize substitution. The Organizer and Sponsors reserve the right, in their sole and absolute discretion and for any reason, to replace a Prize or any part thereof with a prize of equivalent or greater value, including the cash value of the Prize.

Prizes/Winners. By entering this Contest, each entrant acknowledges that, under no circumstances, will the Organizer and Sponsors be required to award more prizes than the number of Prizes available, as set out in the official Contest Rules. The Winner agrees to comply with the Contest eligibility criteria and these Rules. By entering the Contest, entrants acknowledge that they have received and understood these Rules.

The Organizer's decisions concerning all aspects of the Contest are binding on all entrants and are final and not subject to appeal, including, without limitation, any decision concerning the eligibility or disqualification of an entry or entrant.

OWNERSHIP OF ENTRY FORMS

All Contest entry forms become the property of the Organizer, the Sponsor and their respective advertising or promotional agencies.

CONSENT TO USE OF PERSONALITY

By entering the Contest, each entrant, including the Winner, consents to the use of their name, city of residence, photograph, voice, image and any aspect of their personality for advertising, programming, commercial or other purposes in all media used by the Organizer, the Sponsors and their respective advertising agencies, without any form of remuneration, payment or compensation.

CONSENT TO THE COLLECTION AND USE OF PERSONAL INFORMATION

By entering the Contest and voluntarily providing personal information including, without limitation, name, address, city of residence, email address, and home and work telephone numbers (the "Personal Information"), each Contest entrant authorizes the Organizer and Sponsors to collect and use the Personal Information solely for the purpose of administering the Contest and selecting the Prize Winner, in accordance with the Organizer's privacy policy. No communication will take place between the Organizer, Sponsors and Contest entrants outside the scope of the Contest. This section does not limit any other consent that an individual may provide to the Organizer or others regarding the collection, use or disclosure of their personal information.

The entrant consents to the collection and use of personal information by using La Cage's website.

COMPLIANCE WITH THE CONTEST TERMS AND OPERATION

Any entry form or attempted entry using an electronic, computer-based or other method contrary to the spirit of the Contest (e.g., hacking, mass emailing, etc.) will be automatically rejected and may be referred to the appropriate judicial authorities. Any automated entry form will be detected and rejected.

COMPLIANCE WITH APPLICABLE LAWS

All Contest entrants agree to comply with the Contest Rules, which are subject to change at the sole discretion of the Organizer and Sponsor. The applicable law is the law of Quebec.

GENERAL CONDITIONS

20. To be declared the Winner, the entrant whose entry form is selected in the Prize draw must comply with the participation and eligibility conditions set out in these Rules. Failure to

comply with one or more of these conditions will result in automatic disqualification, and another draw will be held to select a new winner.

21. The Organizer will notify the Winner by telephone and/or email. If, for any reason, the Organizer is unable to contact any person selected in one or more of the draws within forty-eight (48) hours following the draw, the Organizer will, at its discretion, conduct as many additional draws from among the entry forms as necessary to award the Prizes.

22. To claim the Prize, the Winner must complete and sign a declaration and release form (the "Form"), which will be provided by email or in person at La Cage's offices located at 4605 boulevard Lapinière, Suite 105, Brossard, Quebec, J4Z 3T5.

23. If the signed Form is not returned to La Cage no later than December 11, 2026, at 5:00 p.m. (EST), the Prize will not be redrawn and will simply not be awarded.

24. La Cage will notify the Winner by email and/or mail and/or telephone and/or messaging regarding the details of Prize delivery.

25. If the Winner has not claimed the Prize at La Cage's offices located at 4605 boulevard Lapinière, Suite 105, Brossard, Quebec, J4Z 3T5, no later than December 14, 2025, at 5:00 p.m. (EST), the Prize will not be redrawn and will simply not be awarded.

26. The Contest Sponsor, the NFL Entities, the Organizer, its companies and divisions and any other legal entity within its corporate group, affiliated broadcasters, advertising or promotional agencies and their respective shareholders, directors, officers, employees and agents, as well as any other party involved in the Contest (the "Releasees"), disclaim all liability relating to the Prize and the Contest and make no warranties with respect thereto.

27. The Organizer shall not be liable in any way where its inability to act results from an event or situation beyond its control, or from a strike, lockout or other labour dispute at its establishments or at the establishments of organizations or businesses whose services are used to conduct the Contest, or from any event or situation resulting from the Winner or their companion.

28. The Releasees shall not be liable for incomplete or incomprehensible contact information provided by Contest entrants. The Organizer reserves the right to reject any incomplete, illegible or mutilated entry form, or any entry form containing a human or mechanical error, and to draw another entry form.

29. The Releasees shall not be liable for any problem, including, without limitation, a technical failure of telephone networks or lines, online computer systems, servers or providers, computer equipment or software, or any other problem resulting directly or indirectly from a virus, computer worm, bug or failure in sending emails to the Organizer for any reason, including, without limitation, Internet network or Website congestion, or a combination of both. La Cage and the other Releasees shall not be liable for any damage to participants' computer equipment resulting from their entry in the Contest. The Organizer shall not be liable for any other problem that may interfere with the proper conduct of the Contest in accordance with these Rules, including, without limiting the generality of the foregoing, the cancellation or postponement of Contest promotions on air.

30. Any attempt to intentionally damage a Website or interfere with the legitimate operation of the Contest in any way (as determined by the Organizer in its sole and absolute discretion) constitutes a violation of criminal and civil laws. In such a case, the Organizer reserves the right to seek damages to the extent permitted by law. Subject to the Régie's consent, the Organizer reserves the right to cancel or suspend the Contest or amend these Rules, without notice or obligation, in the event of any accident, printing or administrative error, or any other error of any kind. Without limiting the generality of the foregoing, the Organizer reserves the right, at its discretion, to administer another skill-testing question that it deems appropriate in the circumstances or to comply with applicable laws.

GOVERNING LAW

For consumers residing in Quebec, the Contest and these Official Rules are governed by the laws of Quebec, and all entrants expressly agree that the courts of Quebec shall have exclusive jurisdiction in the event of any dispute or disagreement arising out of or relating to this Contest and agree to submit to the jurisdiction of the courts of Quebec.

32. The name of any Contest Winner will be available from December 11, 2026, to December 11, 2027, Monday through Friday, between 9:00 a.m. and 5:00 p.m., at La Cage's offices located at 4605 boulevard Lapinière, Suite 105, Brossard, Quebec, J4Z 3T5.

33. The Contest Rules will be available throughout the Contest Period at La Cage's offices located at 4605 boulevard Lapinière, Suite 105, Brossard, Quebec, J4Z 3T5, and on La Cage's website at https://www.cage.ca/promotions-et-concours.

34. In the event of any discrepancy or conflict between the clauses of the English-language version of these Rules and any disclosures or other statements contained in any Contest-related material, including, without limitation, the entry form, website, French-language version of these Rules, or point-of-sale, television, print or online advertising, the clauses of the French-language Rules shall prevail to the fullest extent permitted by applicable law.

Note: The masculine form has been used throughout for ease of reading.

RULE CONDITIONS

The decisions of the Contest Organizer, Contest Sponsor or Contest judges are final, and entrants agree to comply with all instructions and decisions made by the Contest Organizer, Sponsor or judges. In the event of a dispute concerning the interpretation of the Official Rules, the decisions or interpretation of the Contest Organizer, Sponsor or judges shall prevail.

The Contest Organizer is not required to communicate with Contest entrants, except for the potential winner.

Any request or claim that is illegible, incomplete, altered or contains false information is invalid. The Contest Organizer and/or Sponsor are not responsible for requests or claims that are lost, stolen, delayed, damaged or misdirected. The Contest Organizer and/or Sponsor disclaim all liability for errors or omissions in the printing or advertising of the Contest and, at their sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux for Quebec residents, reserve the right to amend or cancel these Official Rules or the Contest, or postpone the Contest, in whole or in part, without notice or compensation, in the event of a printing or administrative error.

The Contest Organizer (La Cage – Brasserie sportive) and/or Contest Sponsor are not responsible for any loss, damage or claim arising from the prizes awarded or the Contest. By entering the Contest, the entrant releases the Contest Organizer and/or Contest Sponsor, its affiliates and associates, advertising and promotional agencies and their respective agents, officers, shareholders, employees, successors and assigns (collectively, the "Contest Entities") from any liability for any injury, loss or damage of any kind arising from the Contest or the acceptance, possession, use or misuse of the prize won.

Without limiting the exclusions set out herein, and for clarity, the Contest Entities assume no responsibility in connection with: (a) any inaccurate or incorrect information caused by any equipment or programming associated with the Contest or any technical or human error occurring in the administration of the Contest or the prize claim process; (b) any communication problem, theft, destruction, alteration or unauthorized access to entries; (c) any technical problem or failure of telephone networks or lines, online computer systems, servers, access providers, computer hardware and software, or any email not delivered due to technical problems with any Website or Internet congestion; and (d) any damage to an entrant's or any other person's computer as a result of downloading Contest-related materials. If the Contest cannot be conducted as planned for any reason, including computer viruses, bugs, sabotage, unauthorized interference, fraud, technical failures or any other reason beyond the control of the Contest Entities that may compromise the administration, security or proper conduct of the Contest, the Contest Organizer and/or Sponsor reserve the right, at

their discretion, to terminate or postpone the Contest, in whole or in part, without notice, or to modify it in any way, subject to the consent of the Régie des alcools, des courses et des jeux.

The Contest Organizer and/or Sponsor may, in their sole discretion, exclude any person from this Contest and any future promotion, with or without notice, if, in their sole discretion, the Contest Organizer and/or Sponsor determine that such person is engaging in fraudulent, potentially fraudulent or non-compliant practices, or any practice contrary to these Rules or generally inconsistent with the intended conduct of the Contest, or if such person acts with the intent to annoy, abuse, threaten or harass the Contest Sponsor, its agencies, other entrants or any other person.

ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR INTERFERE WITH THE LEGITIMATE OPERATION OF THIS CONTEST CONSTITUTES A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, WHERE APPLICABLE, THE CONTEST ORGANIZER AND/OR SPONSOR RESERVE THE RIGHT TO SEEK REMEDIES AND CLAIM ANY DAMAGES PROVIDED BY LAW, INCLUDING THROUGH CRIMINAL PROSECUTION.