

COORS LIGHT® TEMP CHALLENGE

OFFICIAL CONTEST RULES

1. TO ENTER: NO PURCHASE NECESSARY. Contest starts at 12:00:01 p.m. Eastern Time (“ET”) on Friday, July 21, 2006 and closes on Friday, December 15, 2006 at 12:00:59 p.m. ET (the “Contest Period”). To enter, visit <http://www.oddjobjack.com> (the “Contest Website”). Register and submit your Entry as instructed. All fields on the entry form must be completed unless they are indicated as optional. Once you have registered and submitted your entry, earn points by participating in activities on the website including playing games, watching videos, and referring friends that register for the site. Every section on the site you visit earns you at least one point during the Contest Period. After you have registered, visit the *Points Matrix* section on http://www.oddjobjack.com/points_matrix.php about the areas of the site where your activity earns you points to be eligible for Prizes. Entrants can track their point totals by visiting the *Points Matrix* page on the Contest Website. At the end of the Contest Period, one ‘point’ will be selected by random draw. The owner of that point is the Grand Prize winner. Limit of (1) one entry per individual per household, regardless of the e-mail addresses, addresses or telephone numbers submitted. All entries must be received by 12:00:59 p.m. ET on Friday, December 15, 2006. Contest Sponsors will not be responsible for illegible, incomplete, lost, misdirected or late entries, which will be void. Any use of automated devices is prohibited.

2. ELIGIBILITY: To be eligible, you must be a resident of Canada (excluding Quebec) and of legal drinking age in the province or territory in which you entered the Contest. You are not eligible if you are (a) an employee of CTV Television Inc., Molson Coors, or Smiley Guy Studios Inc. (collectively, the “Contest Sponsors”), their respective parents, affiliates, advertising or promotional agencies or administrators, or the prize suppliers; (b) an employee or contractor of a provincial liquor authority, or beer distribution company; or (c) a member of the immediate family (defined as mother, father, brothers, sisters, sons, daughters, husband or wife regardless of where they reside) or household of any of the above persons.

3. PRIZES:

GRAND PRIZE: There is one (1) Grand Prize of a "Couch Potato Pleasure Pack" available to be won. The Couch Potato Pleasure Pack includes: one (1) PlayStation 3 video game system*, one (1) Molson branded refrigerator, three (3) Odd Job Jack t-shirts, and one (1) Limited Edition DVD of Season 2 of Odd Job Jack. Approximate value: Eight Hundred and Fifty Canadian Dollars (\$850.00). Grand Prize winner is solely responsible for all costs or expenses not specifically described herein, including, but not limited to, set up and installation.

* please note that the PlayStation 3 is a new product and at this point not commercially available. If the product is not available by the end of the Contest Period then it will be shipped when commercially available. The prize is for the video game system only and not a bundle. If the product is sold in various configurations then the least expensive configuration shall represent the prize.

SECONDARY PRIZES: Entrants earn prizes based on the number of points they collect. The end of the Contest Period is the deadline for earning points. There are 5 levels of earned prizes. The point level of secondary prizes and the approximate value are described in the chart below.

Prize	Points	Approx. Value
First Prize: One (1) DVD of Season 2 of Odd Job Jack.	2000	\$30
Second Prize: One (1) Odd Job Jack t-shirt.	1600	\$25
Third Prize: One (1) Molson Canadian t-shirt.	1200	\$20
Fourth Prize: One (1) Odd Job Jack Episode on DVD as selected by the Contest Sponsors.	800	\$10
Fifth Prize: One (1) Odd Job Jack Episode on DVD as selected by the Contest Sponsors.	400	\$10

Prizes must be accepted as awarded with no substitutions, whether in cash or otherwise, except at Contest

Sponsors' sole discretion. Contest Sponsors reserve the right to substitute a prize, in whole or in part, if a prize cannot be awarded as described for any reason. Odds of winning depend on the total number of points accumulated by each entrant and the number of registered entrants.

4. **PRIZE CLAIMS:** On or around December 15, 2006, the names of the eligible winners will be posted on the Contest Website. Smiley Guy Studios Inc., acting reasonably, will attempt to contact each potential winner by email within two (2) business days following the end of the Contest Period. Proof of identification must be provided upon request. Eligible entrants will be asked to e-mail back their password as confirmation of identity and provide their full name, mailing address, and phone number. In the event the potential winner cannot be contacted within 2 business days the prize will be forfeited. Before being declared a winner, each eligible entrant must first correctly answer, a time limited mathematical skill testing question administered by Smiley Guy Studios Inc., via email. Prizes will only be delivered to the verified winners. Return of any prize/prize notification as undeliverable may result in disqualification.

5. **PERSONAL INFORMATION:** By entering this Contest, entrants consent to the Contest Sponsor's collection, use and disclosure of their personal information for the purposes of administering the Contest. By accepting a prize, winners consent to the use of their names, addresses (city, province), voices, statements and photographs or other likenesses for publicity purposes without further notice or compensation. Personal information will not otherwise be used or disclosed without consent.

6. **RELEASES, ETC.:** By entering, you release and hold harmless the Contest Sponsors, their respective advertising and promotional agencies, the provincial liquor authorities, beer distribution companies, the affiliates of the foregoing and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any liability in connection with this Contest or, should you be a winner, the Prize. Before being declared a winner, you will be required to sign, and return within the time stipulated in the documents, a Declaration of Compliance with the Contest Rules and a full Liability and Publicity Release.

7. **LIMITATIONS OF LIABILITY:** Without limiting the release provided in Paragraph 6 above, and for greater certainty, Releasees will not be liable for: a) any incomplete incorrect or inaccurate capture of entry information, whether caused by Contest Website users or by any equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of entries; b) the theft, destruction or unauthorized access to, or alteration of, entries; c) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any e-mail to be received by or from Contest Sponsors for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; or e) damage to a participant's or other person's system occasioned by participation or downloading of materials in this Contest.

8. **RIGHT TO TERMINATE, SUSPEND, EXTEND OR AMEND:** Contest Sponsors reserve the right to terminate, suspend, extend or amend this Contest, in whole or in part, without prior notice to the Contestants but with notice to the BC Liquor Distribution Branch (the "Branch") if any factor interferes with its proper conduct as contemplated by these Official Rules. Contest Sponsor's termination of the Contest in BC will be subject to the approval of the Branch

9. **MISCELLANEOUS:** Entrants who have not complied with these Official Rules are subject to disqualification from this Contest and any future contest or promotion conducted by Contest Sponsors. All decisions of the Contest Sponsors are final and binding in all matters relating to this Contest. All entries become the property of Contest Sponsors. No correspondence will be entered into except with potential winners and contestants requesting a copy of the Official Contest Rules.

The Contest Sponsors reserve their right in their sole discretion to disqualify, from this Contest and any future contest or promotion conducted by Contest Sponsors, any individual it finds to be tampering with the entry process or the operation of the Contest or Contest Website; to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with an intent to annoy, abuse, threaten or harass any other person. Any attempt by an entrant or any other person to deliberately damage any website or to undermine the legitimate operation of the contest is a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsors reserve the right to seek damages from any such person to the fullest extent permitted by law. In the event

of a dispute regarding who submitted an online entry, the entry will be deemed submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A selected entrant may be required to provide Contest Sponsors with proof that he/she is the authorized account holder of the email address associated with the selected entry. This Contest is subject to all applicable federal, provincial and municipal laws and regulations

Requests for a copy of these Official Contest Rules and any inquiries concerning the personal information held by the Contest Sponsors should be addressed to Smiley Guy Studios, 444 Bathurst St., Studio 2, Toronto, ON M5T 2S6, Attention: Temp Challenge.

10. LIQUOR AUTHORITIES: The provincial liquor authorities are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever with regard to any matter relating to this Contest.