

SLEEPING GIANT BREWING CO. NORTHERN LOGGER CHALLENGE

RULES & REGULATIONS:

CONTEST: The Northern Logger Challenge ("Contest") is being conducted by Sleeping Giant Brewing Co. The Contest commences at 12:00 p.m. EST on November 2, 2018.

ELIGIBILITY: This Contest is open only to persons who are residents of Thunder Bay, Ontario, who, at the time of entry, have reached the legal drinking age in their resident Province. Sleeping Giant Brewing Co. may request valid proof of identity, residency, age and other relevant documentation, and Sleeping Giant Brewing Co. may disqualify an entrant if Sleeping Giant Brewing Co. determines in its sole discretion that the provided information is not sufficient. The contest is not open to employees.

To become eligible to win the prize, each contestant, on each entry, must attend the Challenge Entry Event on November 10 or 11, 2018, at the Sleeping Giant Brewing Co. Pop-Up Shop located in Intercity Shopping Centre, between NOON and 4:00 pm EDT, have a photo taken of themselves in front of the Challenge Wall and provide his/her first name, last name, city and province of residence, phone number and email address.

HOW TO ENTER: It is not necessary to make a purchase to enter or to win the Contest. In order to enter the Contest, attend the Challenge Entry Event, have your photo taken as a part of the submission and fill out ballot. One ballot entry per person.

IN ORDER TO WIN: 30 contestants will be selected based on their entry to move into the Top 30 Round. Photos will be posted on Sleepinggiantbrewing.ca/LoggerChallenge. The public will vote for the Top 20. The Top 20 will need to participate in an activity (Round 1) on November 24th at NOON at a location in Thunder Bay. 10 people from that round will move on to Round 2 and will need to participate in an event on December 1, 2018. Five successful participants will need to participate in Round 3 on December 8, 2018. The Final Round will be held on December 15. All challenges will take place at NOON.

All eligible contestants must sign a Sleeping Giant Brewing Co. waiver/release to participate and confirming acceptance of the prize awarded and releasing Sleeping Giant Brewing Co. from all liability that may arise in relation to the participation in the Contest and the acceptance and use of any prize awarded.

The decisions of Sleeping Giant Brewing Co. are final with respect to all aspects of this Contest, including but not limited to decisions regarding eligibility of contestants.

CONTEST WINNER ANNOUNCEMENT:

There will be one winner announced for the Contest that is successful in the FINAL ROUND challenge on December 15, 2018.

PRIZE: There will be one prize available to be won by eligible entrants. The prize is a Beer for a Year Package that has a monthly gift that the winner will pick up at the beginning of each month starting January 2019 and ending December 2019. No travel expenses are included. Total Value of prize cannot exceed \$300. No prize substitutions,

transfers, or cash in lieu of the prizes, will be allowed. Sleeping Giant Brewing Co. may substitute one or more parts of the prize with other merchandise or service of equal or greater value if, in Sleeping Giant Brewing Co's opinion, the substitution becomes necessary or preferable.

CORRESPONDENCE AND COMMUNICATION: All correspondence and communication with contestants in connection with this Contest will be by email or telephone, except as otherwise noted. Contestants agree to abide by these Contest Rules. The decision of Sleeping Giant Brewing Co. shall be final and binding in all matters related to the Contest.

CANCELLATION: If for any reason Sleeping Giant Brewing Co. cannot run the Contest as planned, Sleeping Giant Brewing Co. may cancel, modify, extend or suspend the Contest. Sleeping Giant Brewing Co. may also disqualify any individual who tampers with or in any way corrupts the Contest or who attempts to undermine the legitimate operation of the Contest by cheating, or other unfair practices, or by attempting to annoy, abuse, threaten or harass any other entrants or Sleeping Giant Brewing Co. representatives.

PUBLICITY: By participating in the Contest each contestant consents to the use of his/her name, image, voice, picture (both moving and still) and likeness, without compensation, for promotional and publicity purposes as determined by Sleeping Giant Brewing Co. This and any advertising and publicity Sleeping Giant Brewing Co. may conduct relating to the contest in any media or format, including but not limited to the web, social, video, print, at any time, or times, in perpetuity, without notice.

DISCLAIMERS, LIABILITY AND INDEMNIFICATION: Sleeping Giant Brewing Co. will not accept liability for any loss or damage for any other loss or damage resulting directly or indirectly from a contestant's participation in the Contest. Sleeping Giant Brewing Co. will not, in any circumstances, be liable to a contestant for any indirect, special, consequential, or punitive damages in connection with the Contest.

By Participating in the contest each contestant hereby releases and agrees to indemnify and hold harmless Sleeping Giant Brewing Co. and its affiliates and each of their employees, directors, officers, agents, judges and advertising and promotional agencies from any and all damages, injuries, claims, causes of actions, or losses of any kind (including actual legal fees and expenses) resulting from: (a) the contestant's participation in this Contest or receipt or use of any prize; (b) the contestant's failure to comply with any of these rules; (c) any misrepresentation the contestant makes under these rules or otherwise to Sleeping Giant Brewing Co.; and (d) any claims based on personality or privacy rights, defamation or merchandise delivery.