

St. LOUIS Bar and Grill™

HOT SNAPS™

OFFICIAL CONTEST RULES

HOW TO PLAY: Starting on or about June 29, 2009 and ending July 26, 2009 or while supply of game pieces last (“Contest Period”), customers at participating St. Louis Bar and Grill locations across Ontario will be eligible to receive one HOT SNAPS™ ‘SNAP TO WIN™’ game piece with the dine-in purchase of one 9 pc wing order or 18 pc wing order or the Molson Canadian Combo consisting of a 14 pc wing order and a 20 ounce regular pint of Molson Canadian draught beer. Grip white arrow on the HOT SNAPS™ SNAP TO WIN™ game piece between thumb and forefinger of one hand. Gently bend card backwards until magnet “snaps” open. Peel back magnet along perforations to reveal prize area. Revealed inside the prize area will be a ‘win’ or ‘please try again’ message. The ‘win’ message will describe the specific prize available to be won.

If you did not win a prize because you received a "please try again" message, print your name and phone number on the space provided on the game piece and deposit that game piece in a designated HOT SNAPS™ ballot box provided at each participating St. Louis Bar and Grill restaurant location. There will be a random draw at the conclusion of the contest from all such "please try again" ballots collected for the Smart Car Grand Prize should the Smart Car Grand Prize be unclaimed at the time. All redemptions must be claimed by August 23, 2009 and if not claimed by that date will be come automatically void and of no effect. If the Smart Car Grand Prize goes unclaimed at the end of the redemption period and should no one submit a game card ‘ballot’ bearing the "please try again" message, then the Smart Car Grand Prize will not be awarded. To enter the draw, you must be legal drinking age in Ontario; must clearly and legibly write your full name and telephone number on the space provided on the non-winning game piece and deposit the ‘ballot’ game piece in the designated ballot box. All such ballot entries must be completed and submitted by the entrant him/herself. Only original, hand-printed entries will be eligible; no photocopies or other reproductions. All “please try again” ballots must be received by end of business day August 23, 2009.

NO PURCHASE NECESSARY: Must be legal drinking age in Ontario to claim a no purchase game piece. To obtain a HOT SNAPS™ game piece without making a purchase, while supplies last for games pieces reserved for no purchase requests, send a written request containing a pre-addressed reply envelope to: The Adlib Group, 2790 Dufferin Street, 2nd floor, Toronto, Ontario, M6B 3R7. Requests must be received by end of business day July 26, 2009. Limit of one request per person throughout the entire contest period. Contest Sponsor is not responsible for lost, late, misdirected, damaged, illegible or postage due mail requests.

ELIGIBILITY: To enter this contest and be eligible to win a prize, you must be an Ontario resident and of the legal drinking age in Ontario. You are not eligible if you are: a) an employee of Molson Canada 2005 or St. Louis Franchise Limited (“Contest Sponsors”) or their respective affiliated or related companies, any St. Louis Bar and Grill restaurant location, advertising or promotional agencies, contest judging organization, or prize suppliers; b) an employee or contractor of a provincial liquor authority, a beer distribution company; or c) a member of the immediate family (defined as parents siblings, children and spouse, regardless of where they live) or household (whether related or not) of any of the above persons / entities.

HOT SNAPS™ ‘SNAP TO WIN™’ game piece DISTRIBUTION:

A total of approximately 71,500 HOT SNAPS™ ‘SNAP TO WIN™’ game pieces have been printed for this contest. Of that 71,500, 500 have been reserved for "no purchase" requests. The remaining game pieces will be distributed to all participating St. Louis Bar and Grill restaurants on a percentage basis calculated upon the historical sales volume for each respective restaurant. Once all game pieces at a respective restaurant have been distributed, no additional game pieces will be available at that respective restaurant and the contest at that respective restaurant will automatically terminate. It is anticipated, based on estimated distribution to all participating St. Louis Bar and Grill restaurants across Ontario, that of the 71,000 game pieces available for distribution at all locations, they will be distributed in the numbers as follows:

| ST. LOUIS Bar and Grill Restaurant Location | No. of Game Pieces (approx.) |
|--|-------------------------------------|
| 11 Harwood Avenue, Ajax, ON L1S 2B9 | 2284 |
| 444 Hollandview Trail, Aurora, ON L4G 7Z9 | 3426 |
| 408 Dunlop Street West, Barrie, ON L4N 1C2 | 2284 |
| 301 Queen Street South, Bolton, ON L7E 2B1 | 1523 |
| 450-470 Appleby Line, Burlington, ON L7L 2Y2 | 1332 |
| 557 Dixon Road, Etobicoke, ON M9W 1H7 | 3046 |
| 17074 Leslie Street, Newmarket, ON L4X 3C1 | 3236 |
| 2508 Hampshire Gate, Oakville, ON L6H 6A2 | 3122 |
| 2 Elgin Street, Ottawa, ON K2P 1B7 | 2284 |
| 10620 Yonge Street, Richmond Hill, ON L4C 3C8 | 3807 |
| 55 Town Centre Court, Scarborough, ON M1P 4X4 | 4568 |
| 2050 Yonge Street, Toronto, ON M4S 1Z9 | 7995 |
| 5307 Yonge Street, Toronto, ON M2N 5R4 | 6091 |
| 808 Yorkmills Road, Toronto, ON M3B 1X9 | 3807 |
| 313 Bremner Boulevard, Toronto, ON M5V 3V3 | 3617 |
| 595 Bay Street, Atrium on Bay, Toronto, ON M5G 2C2 | 3807 |
| 92 King Street East, Toronto, ON M5C 2B8 | 3046 |
| 720 King Street West, Toronto, ON M5V 2T3 | 1637 |
| 376 Bloor Street West, Toronto, ON M5S 1X2 | 2094 |
| 90 Edgeley Boulevard, Vaughan, ON L4K 5W7 | 3046 |
| 283 Northfield Drive East, Waterloo, ON N2J 4G8 | 2284 |
| 10 Broadleaf Avenue, Whitby, ON L1R 0B5 | 2665 |

The game piece for the 2010 Smart Car Grand Prize has been randomly distributed amongst all game pieces such that it is quite conceivable that the Grand Prize winning game piece will never be available at a respective restaurant or to those requesting a no purchase game piece. There may be slightly less game pieces available for distribution when normal wastage through printing is taken into account. Contest Sponsor is not responsible for lost, damaged, stolen or non distributed game pieces.

PRIZES AVAILABLE TO BE WON & ODDS OF WINNING:

At the outset of the contest, there are a total of 34,016 prizes available to be won across the St. Louis Bar and Grill restaurant chain and the overall odds of winning a prize are approximately 1:2. The number of prizes available to be won will diminish as prizes are claimed during the Contest Period. Prizes available to be won are as follows:

GRAND PRIZE:

1. One (1) 2010 Smart Car Coupe for Two. Approximate retail value is estimated at \$19,500 CDN before any applicable taxes. Odds of winning at the start of the contest are 1:71,500. Prize consists of a standard base model with only those features contained in the standard base model. The winner will not have a choice of colours of the vehicle and will not have the opportunity to add options (even though the winner may be prepared to pay for those options being added). License, insurance and all costs other than the vehicle itself are the responsibility of the winner.

MERCHANDISE PRIZES: Winner will not have any choice as to features or colours.

1. One Hundred and Eleven (111) GPS Magellan 1212 Navigation Systems. Approximate retail value in Canada is estimated at \$149.00 CDN before any applicable taxes. Odds of winning at the start of the contest are approximately 1:644.

2. One Hundred and Eleven (111) IPOD Shuffles. Approximate retail value in Canada is estimated at \$59.95 CDN before any applicable taxes. Odds of winning at the start of the contest are approximately 1:644.

3. One Thousand Five Hundred and Eighty Nine (1589) Molson Canada / St. Louis Bar and Grill co-branded baseball caps (one size fits all). Approximate retail value in Canada is estimated at \$14.95 CDN before any applicable taxes. Odds of winning at the start of the contest are approximately 1:45.

4. One Thousand Five Hundred and Eighty Nine (1589) Molson Canada / St. Louis Bar and Grill co-branded t-shirts (one size fits all). Approximate retail value in Canada is estimated at \$10.95 CDN before any applicable taxes. Odds of winning at the start of the contest are approximately 1:45.

5. One Thousand Two Hundred and Sixteen (1216) Molson Canada / St. Louis Bar and Grill co-branded wallet / money clip. Approximate retail value in Canada is estimated at \$24.95 CDN before any applicable taxes. Odds of winning at the start of the contest are approximately 1:59.

6. One Thousand Fifty Six (1416) Molson Canada/ St. Louis Bar and Grill co-branded key chain with bottle opener. Approximate retail value in Canada is estimated at \$4.95 CDN before any applicable taxes. Odds of winning at the start of the contest are approximately 1:51.

FOOD / BEVERAGE PRIZES: Actual selling price may vary from location to location. DINE-IN ONLY.

1. Eighty Six (86) St. Louis Fifty Piece Wing Party Platter. Approximate retail value \$40.00 CDN before applicable taxes. Odds of winning at the start of the contest are approximately 1:831.

2. Three Hundred and Seventy One (371) St. Louis Two Nine Piece Wing Dinners and Two Non-Alcoholic Beverages at approximate retail value of \$25.60 CDN before applicable taxes. Odds of winning at the start of the contest are approximately 1:193.

3. One Thousand Four Hundred and Thirty Six (1436) St. Louis Nine Piece Wing Dinner. Approximate retail value \$9.95 CDN before applicable taxes. Odds of winning at the start of the contest are 1:50.

4. Eight Hundred and Eleven (811) \$5.00 OFF FOOD PURCHASE coupons applicable on dine-in food orders only. Taxes extra. Redeemable at any participating St. Louis Bar and Grill location. Not valid with any other promotional offer. No Cash Value. Valid for redemption by close of business at participating restaurant August 23, 2009. Odds of winning at the start of the contest are approximately 1:88.

5. Six Thousand Four Hundred and Forty Two (6442) \$2.00 OFF FOOD PURCHASE coupons applicable on dine-in food orders only. Taxes extra. Redeemable at any participating St. Louis Bar and Grill location. Not valid with any other promotional offer. No Cash Value. Valid for redemption by close of business at participating restaurant August 23, 2009. . Odds of winning at the start of the contest are approximately 1:11.

6. Eighteen Thousand Eight Hundred and Thirty Seven (18,837) \$1.00 OFF FOOD PURCHASE coupons applicable on dine-in food orders only. Taxes extra. Redeemable at any participating St. Louis Bar and Grill location. Not valid with any other promotional offer. No Cash Value. Valid for redemption by close of business at participating restaurant August 23, 2009. Odds of winning at the start of the contest are approximately 1:4.

Total approximate retail value of all prizes available to be won \$184,000 CDN before applicable taxes.

REDEMPTION RULES:

All Merchandize Prizes and Grand prize must be claimed before end of business day August 23, 2009. All Food/Beverage Prizes must be claimed by close of business at participating restaurant August 23, 2009. In order to be eligible to win, all potential winners must be of legal drinking age in Ontario and must first correctly answer the skill-testing question provided on the HOT SNAPS™ SNAP TO WIN™ game piece, without mechanical aid or other assistance.

To claim a Food/Beverage Prize, surrender winning HOT SNAPS™ game piece before placing the order for the Food/Beverage prize named at participating St. Louis Bar and Grill restaurant no later than close of business at participating restaurant August 23, 2009. Food/ Beverage prize coupons may only be applied to dine-in food orders. Food/ Beverage prizes may not be redeemed on the purchase on which the winning game piece was awarded but may only be redeemed on next visit (which must be prior to the overall redemption date of August 23, 2009 as outlined above). Food/Beverage prizes have no cash value and may not be substituted for any other prize or food or beverage item or applied toward previously placed orders or prior purchases. Food/Beverage prize coupons may not be used in combination with any other offer, promotion or discount. Limit one Food/Beverage Prize redemption per eligible person per visit. To be awarded your prize at the time of redemption, you must have correctly answered without mechanical or other assistance the skill-testing question appearing on the game piece. Unclaimed prizes will not be awarded. Potential winners may be required to provide proof of identification with respect to age and residency.

To claim a Merchandise Prize (except the IPOD Shuffle and GPS Magellan 1212 Navigation System - see below for redemption rules for these particular Merchandize Prizes), surrender the original winning HOT SNAPS™ game piece to the St. Louis Bar and Grill franchisee owner or designated restaurant manager on duty at the location at the time of winning. As in-store supply of Merchandize Prizes may have been depleted, Contest Sponsors reserve the right to substitute the prize for a prize of equal or greater value as they determine in their sole discretion. Potential winners may be required to provide proof of identification with respect to age and residency.

Do not surrender a winning Grand Prize game piece or a winning IPOD Shuffle or GPS Magellan 1212 Navigation System game piece to any employee or manager or franchisee operator or any other individual. If you are a potential Grand Prize, IPOD Shuffle or GPS Navigation System winner, request a prize claim form from the restaurant management (also available on line at www.stlouiswings.com), and fully complete it and send it by REGISTERD MAIL ONLY to the following address along with the original winning game piece with skill testing question answered: The ADLIB Group, 2790 Dufferin Street, 2nd floor, Toronto, Ontario, M6B 3R7. You will not be awarded any prize if you fail to follow these rules on how to claim your Grand Prize, IPOD Shuffle or GPS Magellan 1212 Navigation System. You will be contacted by The ADLIB Group by phone or mail at the address/phone number stated on your Grand Prize Claim Form with instructions on when, where and how to collect your prize. Allow 4-8 weeks for the ADLIB Group to contact you once you have mailed the Prize Claim Form to them. Contest Sponsors, St. Louis Bar and Grill restaurant locations or any of their affiliated or related companies shall not be held responsible for any delays in awarding prizes for any reason outside of their control. Prizes will only be delivered to verified winners. Unclaimed prizes will not be awarded except as otherwise noted in these rules vis-à-vis the Smart Car Grand Prize.

All prize claimants must be of legal drinking age in Ontario and Ontario residents. If a potential winner is found to be ineligible, declines to accept the prize, fails to complete the prize claim form (where applicable), answers the skill testing questions incorrectly or Contest Sponsors / contest judging organization are unable to contact a potential winner within a reasonable period of time, or in the event the prize is returned undeliverable for any reason, the prize will be forfeited and that prize will not be awarded to any alternate winner. Potential winners may be required to provide proof of identification with respect to age and residency. Any costs associated with prize acceptance and uses not specified in the Official Contest Rules are the winner's responsibility.

GENERAL RULES:

1. The decision of the contest judges is final in respect of any matter relating to this contest. No correspondence will be entered into except with the winners. The contest is subject to all Federal, Provincial and Municipal laws and regulations.
2. Only official HOT SNAPS™ 'SNAP TO WIN™' game pieces are valid and all game pieces are subject to verification and are automatically void if not obtained through authorized channels or are tampered with, illegible, mutilated or irregular in any way or if they contain or reflect printing or other errors. Contest Sponsors reserve the right to terminate or amend this contest at any time and without prior notice if any factor interferes with the proper conduct as contemplated in these Official Contest Rules. Without limiting the generality of the foregoing, at the sole option of the Contest Sponsors, in the event of printing or any other type of production irregularities or similar occurrence with the game pieces resulting in prize claims exceeding the number of prizes set forth in these Official Contest Rules for that respective prize category, a random drawing will be conducted among all those entries making a purportedly valid claim to award the total number of prizes in the category(s) in question as set forth in these Official Contest Rules. In any such drawing, the selected entrant must correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise (which will be administered by mail or phone), and execute any documents as may be required before being declared a winner.

3. To be an actual winner of a prize, the person claiming their prize must have correctly answered the skill testing question appearing on the winning game piece without mechanical or other assistance, be in compliance with the Official Contest Rules and in the case of the Grand Prize, IPOD Shuffle and GPS Magellan 1212 Navigation System prizes, prize claimants will be required to sign a Prize Claim Form containing a Declaration of Compliance with the Contest Rules and a Release of Liability, releasing and indemnifying the Contest Sponsors and their distribution companies, provincial liquor authorities, parent companies and affiliates of the foregoing and all of their respective franchisees, directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any liability in connection with this Contest or the prize. Prizes will not be delivered until the required Declaration and Release documents are returned fully completed and properly signed and, if the required Declaration and Release documents are not returned fully completed and properly signed by the prize redemption deadline of August 23rd, 2009, the prize is forfeited.

4. Prizes are not transferable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsors' sole discretion. Without limiting the generality of the foregoing, Grand Prize may not be sold or traded. Contest Sponsor reserves the right to substitute a prize of equivalent monetary value if a prize, or any part of a prize, cannot be awarded as described for any reason.

5. The Contest Sponsors, including their agents, representatives and those associated with them, are not responsible for any claim for prize, which is lost, misdirected or which arrives late, as the case may be, whether or not due to the fault of the foregoing or of any other person, or whether due to any other cause.

6. Personal information about entrants collected in connection with this contest is collected solely for the purpose of administering this contest. All entries and prize claim forms become the property of the Contest Sponsors and will not be returned. By accepting any prize, that person agrees to these contest rules and consents to the use of their names, addresses (city, province), voices, statements and photographs or other likenesses for publicity purposes related to the contest in any media or formats, including but not limited to the Internet, without further notice, permission or compensation. Information or marketing communications not related to this contest will not be sent to the entrant by Contest Sponsors as a result of Sponsors collecting personal information through an entrant's participation in this contest.

7. 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.