THIS CONTEST IS INTENDED FOR RESIDENTS OF ONTARIO, CANADA WHO ARE 19 YEARS OF AGE OR OLDER ONLY AND WILL BE INTERPRETED ACCORDING TO CANADIAN LAW.

Official contest rules (“Contest rules”)

**1. Welcome**

CRANK Lite’s CRANKability Definition Giveaway (“**Contest**”) is sponsored and administrated by CRANK Lite Bev Corp 4 Renata Court Dundas ON L9H6X1 (the “**Sponsor**”). All inquiries should be directed to the Sponsor.

**2. Contest Period**

The Contest will begin 12:00 p.m. EST on July 28th, 2020 and end at 6:00 p.m. EST on August 2nd, 2020 (the “**Contest Period**”).

**3. Eligibility to Enter**

To enter the Contest and be eligible to win, an individual must: (i) be legal residents of Ontario; (ii) have reached the age of 19 years old or older at the time of entry

Specifically excluded from entering the Contest are: (a) employees, officers, directors, agents, representatives, and advertising and promotional agencies of the Sponsor and its respective subsidiaries and affiliates, as applicable; and (b) any immediate family members (regardless of where they live) of a person excluded under (a) or persons with whom a person excluded under (a) is domiciled (whether related to that person or not). In these Contest Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partners or spouse.

**4. How to Enter**

Pre-order purchase necessary.

To enter, an Entrant must: (i) Submit an entry of a definition of the made up word; “CRANKability”. Each Person is permitted one definition submission (one “**Entry**” or “**Entries**”). CRANK’s team will select eight (8) definitions that will then be voted on by the CRANK community.

No other method of entry is accepted.

**5. Entry Limit**

No additional individual entries are permitted during the contest period after a person has submitted one entry.

**CRANK Draw and Winner Selection**

By Sunday, August 2nd, 2020, one (1) Entrant will be selected through a vote by the CRANK community from a drawing of 8 eligible Entries selected by the CRANK team out of all entries received during the Contest Period (“**Selected Entrant**” or “**Selected Entrants**”). Sponsor will contact the Selected Entrant through Instagram Direct Message or Text Message by Wednesday, August 5th, 2020. The selected Entrant will have two (2) days to: (i) provide a shipping address for the CRANKs for the year (ii) Indicate to Sponsor that they agree to (a) an acceptance of prize (b) a release of Sponsor from liability and (c) an acknowledgment of compliance with the Contest Rules. Upon satisfying such eligibility requirements during the prescribed time periods, the Selected Entrants will be awarded the Prize.

In the event a Selected Entrant is found to be ineligible, or if he/she cannot or does not comply with these Contest Rules, the Selected Entrant may be disqualified and an alternate winner may be selected. To the extent applicable, if the Selected Entrant fails to respond within the prescribed time, such will result in disqualification. Sponsor is not responsible for communication problems of any kind. Sponsor is under no obligation to select an alternate winner.

**6. Prizes**

There are two (2) prizes available to be won, including (1) a 24 pack of CRANK Lite Lager per month for a year as long as CRANK Lite Lager stays in business worth CAD $36.00/month, and (2) bragging rights for getting their definition on the label of CRANK Lites for the next order (40,000 cans) but worth no retail value. Retail value of all Prizes is CAD $432.00.

**7. Prize Substitution and Conditions**

Prizes must be accepted as awarded without substitution and are non-transferable. The Prize has no cash-surrender value. The Sponsor reserves the right, in its sole discretion, in the event that the Prize or any component of any Prize cannot be awarded as described for any reason, to substitute and/or modify the Prize or component of Prize with (a) prize(s) of equal or greater value, without liability.

Prizes are subject to terms and conditions including that winners must be 19 years of age or older in order to use.

**8. Odds of Winning**

The odds of winning depend on the response to the quality of Entries received during the Contest Period by first the CRANK team, then the online CRANK community.

**9. Entry Verification**

All Entries are subject to verification. Sponsor may require Entrant provide proof of identity and legal age.

Proof of submission does not constitute proof of receipt.  All Entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Contest Rules may be disqualified by the Sponsor. Sponsor takes no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed Entries, typographical or other production errors, or any errors or omissions in printing or advertising related to this Contest.

If the identity of an Entrant is disputed, the authorized account holder associated with the e-mail address or cell phone number (as decided by Sponsor) of the Entry, during the Contest Period, will be deemed to be the Entrant. An Entrant may be required to provide proof that he/she is the authorized account holder associated with the Entry.

Any attempt by any Entrant, to obtain more than the stated maximum number of Entries by using multiple/different names, email addresses, accounts, identities, registrations and logins, or any other methods, or has entered or participated in any fashion not sanctioned by these Contest Rules will void that individual’s Entry and eligibility to win the Prize and that individual will be disqualified from the Contest and, at the sole discretion of the Sponsors, any of the Sponsors’ other promotions.

**10. Contest Release**

By entering the Contest, Entrants agree to forever release, discharge and hold harmless CRANK Lite Lager, related or affiliated companies, affiliates, subsidiaries, their advertising and promotional agencies and their respective officers, directors, employees, partners, representatives, successors, assigns and agents (the “**Releasees**”), from any and all damages, injuries, death, loss, or liability to person or property, due in whole or in part, whether directly or indirectly, without limiting, by (a) entering and participating in the Contest, including any part related to the Contest and (b) the acceptance, possession, participation, use or misuse of the Prize, including travel to and from any Contest-related activity. By participating, Entrants agree to be bound by these Contest Rules, including all eligibility requirements, and to the decisions of the Sponsor, whose decisions are final and binding in all respects. Failure to comply with these Contest Rules may result in disqualification from the Contest

Additionally, Instagram and its owner Facebook Inc. are also designated as Releasees. The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram and/or its parent owner Facebook Inc. The Instagram Service is one of the Facebook Products provided for use by Facebook Inc. Instagram and Facebook Inc. is completely released of all liability by each entrant or participant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Instagram or Facebook Inc

**11. Prize Release**

If an Entrant wins a Prize and accepts the Prize, such acceptance shall mean full satisfaction of the entitlement as an Entrant and as a winner in the Contest and the Entrant fully discharges and forever releases the Releasees, of and from any and all claims, demands, losses, damages, actions or causes of action whatsoever, whether known or unknown, whether at law or in equity which they or their heirs, executors, administrators, successors or assigns may now or hereafter have against any of the Releasees in connection with the Prizes.

The Entrant also acknowledges, without limiting the generality of the foregoing, that the Releasees will not be responsible for any injury, accident, death or dismemberment, or any other loss, damage or expense in connection with the participation in the Prize. The Entrant also acknowledges that none of the Releasees has offered any warranty or guarantee respecting the Prizes. Further, the Entrant assumes all responsibility and liability for any loss, injury or damage to any persons or property, which results from the Entrants actions or omissions, whether negligent or otherwise, in connection with the Prizes.

**12. Limitation of Liability**

The Sponsors accepts no responsibility for loss, damage or claims caused by or resulting from the Contest or acceptance of the Prize. The Sponsors will not be responsible for late, lost, illegible, incomplete, falsified or destroyed Entries and all such Entries are void. Entries that have been falsified, tampered with or altered are void. The Sponsors does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof.

The Sponsors will not be responsible for mail, telephone, technical, network, online, electronic, computer hardware or software interruptions or failures of any kind, misdirected, stolen, incomplete, incomprehensible or delayed Internet/e-mail computer transmissions on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to a participant’s or any other person’s computer relating to or resulting from visiting, participating or downloading any materials related to this Contest.

The Sponsors extends absolutely no representations or warranties in respect of any Prizes and accepts no liability arising in respect of such Prizes or in the use thereof.

**13. Right to Modify or Terminate Contest**

The Sponsors reserve the right to terminate or suspend this Contest or to amend the Contest Rules at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as planned or if the administration, security, fairness, integrity, or proper conduct of the Contest is corrupted or adversely affected, including without limitation by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes, the Sponsors reserves the right to cancel, terminate, modify or suspend the Contest, including without limitation the cancellation of any method of entry or the extension or modification of the Contest start and end dates. In such circumstances, the Sponsors reserves the right to randomly select a winner from previously received eligible Entries by the end of the Contest Period. The Sponsors shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

The invalidity or unenforceability of any provision of these Contest Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable, these Contest Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

**14. Legal Warning and Jurisdiction**

Any attempt by any individual, whether or not an Entrant, to damage, destroy, tamper or vandalize the website, survey or otherwise interfere with the operation of this Contest, is a violation of criminal and civil law and the Sponsors reserve the right to seek damages and diligently pursue all remedies in this regard against any offending individual or entity to the fullest extent permissible by law.

This Contest is subject to federal, provincial/territorial and municipal laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of Entrants and the Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Ontario in Canada, as applicable, without giving effect to its conflict of law, rules, and provisions. These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial/territorial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors.

**15. Tax**

Prizes may be subject to statutory tax withholding and remittance obligations under applicable law.  All federal, provincial, local, and other taxes on the Prize, if any, are the sole responsibility of the Winner.

**16. Privacy**

CRANK Lite Lager respects your privacy. Personal information collected from Entrants will only be used by the Sponsors to administer this Contest. Information collected by surveys only might be used to better understand our client needs and help us enhance our products and services.