

OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY. SEE ELIGIBILITY SECTION BELOW FOR FURTHER DETAILS. PARTICIPATION IN THIS CONTEST CONSTITUTES FULL AND UNCONDITIONAL AGREEMENT AND ACCEPTANCE OF THESE CONTEST RULES.

ELIGIBILITY: The Contest begins on June 1, 2013 and closes on August 15, 2013 (the "Contest Period").

This contest is open only to legal residents of British Columbia and Alberta who have reached the legal drinking age according to the law of the province in which they are resident, except for employees (and those with whom they are domiciled) of Tinhorn Creek, Prize Suppliers, their advertising and promotion agencies.

Employees and contractors of the provincial liquor agencies, liquor licensees, their employees and members of the immediate families or of the aforementioned or persons with whom they are domiciled are not eligible.

Immediate family includes the husband, wife, son, daughter, brother, sister, mother, or father of an individual.

HOW TO ENTER: No purchase necessary.

Visit tinhorn.com during the Contest Period, find the "Blackie & the Rodeo Kings Contest" contest link, and fully complete and submit the on-line entry ballot.

Limit one entry per person, per e-mail address, per phone number. Odds of winning depend on number of eligible entries received during the Contest Period. Entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. Multiple entries by the same person using one or more e-mail accounts or using any device to play multiple times or as multiple contestants will result in disqualification. Selected entrants may be required to provide Contest Sponsors with proof that the selected entrant is the authorized account holder of the email address associated with the winning entry. All entries will become the property of the Contest Sponsors and will not be returned. Entries which are incomplete or fraudulent are null and void. The Contest Sponsors accept no responsibility for entries which are lost, misdirected or delayed for any reason. Nor is any responsibility assumed for incomplete entries, incorrect or inaccurate capture of entry information, including (but not limited to), malfunction, human error, lost/delayed/garbled internet/e-mail transmission, omission, interruption, deletion, defect, or failures of any technical, network, online, or hardware or software or any combination hereof. To submit a No Purchase Entry, send your full name, mailing address and daytime telephone number to: Blackie & the Rodeo Kings Contest, PO Box 2010, Oliver, BC V0H 1T0.

PRIZE: There is a total of one (1) Grand Prizes available to be won, each consisting of one a Winemaker for a Day package (the "Prize"). Prize includes;

- Round-trip airfare for 2 from a major airport in BC or AB

- 1-night accommodation at Walnut Beach Resort
- 2-day car rental (\$125 value)
- Pre-Concert Dinner at Miradoro
- Winery tour and tasting
- Latest CD from Blackie & the Rodeo Kings

Grand Prize Winner and guest are solely responsible for any costs or expenses not specifically described above as included in the Grand Prize, including but not limited to ground transportation to and from winner's residence to arena, gratuities, taxes, and all incidental and personal expenses. Grand Prize Winner's guest must be legal drinking age in their province of residence according to law or older in order to participate in this Grand Prize.

The approximate retail value of each Grand Prize is \$2000.00 CDN.

Grand Prize Winner and designated guest must participate in all aspects of the Grand Prize (i.e., winner cannot have different guests for different aspects of the Grand Prize).

Grand Prize Winner and guest must follow all directions of Contest Sponsors and/or Event organizers. Failure to do so may result in termination of their participation, or continued participation, in the Grand Prize. Grand Prize Winner and guest may not be permitted into any licensed area unless they can show valid identification to verify proof of legal drinking age. Contest Sponsors do not condone and will not be held responsible for any illegal purchase or consumption of alcohol.

WINNER SELECTION: Potential Grand Prize winner will be selected, on the morning of August 20, 2013 (the "Draw Date"), by way of a random draw to be held at Tinhorn Creek offices from among all eligible entries received.

The potential winner will be contacted the same day as the random draw, by telephone at the daytime number recorded on their entry, during regular business hours (PST), and must be available at the time of initial contact by the Tinhorn Creek to win the Grand Prize. If the potential winner cannot be reached immediately at the time of initial contact by Tinhorn Creek, an alternative entry will be selected until such time as a potential winner satisfies the terms of this section. If the selected entrant does not meet all of the Contest conditions, fails to answer the telephone at time of contact and/or fails to answer skill-testing question correctly, fails to sign and return the declaration and release form as specified by the Contest Sponsors, or contact cannot be made at time of initial contact attempt, that entry will be disqualified and Tinhorn Creek shall be entitled to select a new name from all remaining eligible entries. The Contest Sponsors are not responsible, whether as a result of human error or otherwise, for any failure to contact any potential winner. Once declared the winner, selected entrant will be directed as to how to claim his/her prize. The name of the Grand Prize Winner may be published on tinhorn.com or within ten (10) business days of the drawing.

Contest Sponsors reserve the right to reallocate unredeemed Prize tickets in any fashion they see fit in the event that an insufficient number of entries are received via any method of entry or in the event insufficient Prizes have been redeemed by selected entrants.

GENERAL RULES: The prize must be accepted as awarded and no prize substitutions of cash or otherwise or transfer of the prize will be made, provided that the Contest Sponsors may make prize substitutions of equal or greater value. No telephone contact or correspondence will be

entered into except with potential prize winners.

By entering this Contest, each entrant consents to the use of his/her name, image, photograph, voice statement(s) and city of residence by the Contest Sponsors, without further notice, permission or compensation, for any and all publicity purposes, commercial or otherwise, in all media. The Contest is subject to all applicable federal, provincial and municipal laws and regulations and shall be governed by the laws of the Province of British Columbia and the federal laws of Canada applicable therein.

By entering the Contest, each entrant agrees to be bound by these Contest Rules and all decisions of the Contest Sponsors, which decisions are final and binding with respect to all matters relating to the Contest, including (without limitation) the selection of the prize winner. All decisions made by the Contest Sponsors with respect to any aspect of this Contest are final and binding.

Before being awarded a Grand Prize, potential winner and his/her guest must sign a Declaration, Release and Waiver form provided by the Contest Sponsors, releasing the Released Parties from any and all liability arising from, among other things: (i) participation in the Contest; and (ii) acceptance of the prize awarded therein; and (iii) the administration of the Contest and distribution of the prize awarded therein.

By entering the Contest, entrants agree to hold harmless and indemnify the Contest Sponsors and their respective subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies, contest judging organization, provincial liquor authorities, beer distribution companies (collectively, the "Released Parties") against any and all liability, damages or causes of action (however named or described with respect to or arising out of either: (i) entrant's participation in the Contest; (ii) the receipt or use of the prize awarded herein; or (iii) the administration of the Contest (including winner selection) and distribution of the prize awarded herein.

Entrant hereby releases, waives and discharges any and all claims of damage, loss or causes of action (including, negligence), including (but not limited to) death, personal injury or loss or damage to property, which the entrant or any of the entrant's representatives, heirs, next of kin or assignees ("Entrant's Representatives") may have or which may hereinafter accrue to the entrant or Entrant's Representatives against the Released Parties as a result of the entrant's participation in the Contest or the receipt or use of the Prize(s) awarded herein.

The following are prohibited and will result in automatic disqualification from the Contest: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Contest Rules; and (3) any other act which the Contest Sponsors determine, at their sole discretion, jeopardizes the integrity of the contest.

The Contest Sponsors may terminate, modify, suspend or withdraw from this Contest or the Contest Rules (and/or any aspect thereof, including methods for selection of the prize winner), in whole or in part, at any time and without notice for any reason, without liability, at their sole discretion.

The Contest Sponsors reserve the right to substitute a prize of equal or greater value and/or to terminate, modify or withdraw this Contest, in whole or in part, at any time, without prior notice for any reason including, but not limited to, the delay or cancellation of the Concert for which the Grand Prize is awarded, or, if viruses, bugs, tampering or other causes beyond the Contest Sponsors' control affect the administration, security, fairness or proper play or conduct of the Contest. In the event a substitute prize is awarded, such prize must be accepted as awarded and cannot be exchanged for cash or otherwise. Further, the Contest Sponsors reserve the right to disqualify any person and void any entries of that person who it believes has tampered with the entry process or any other component of the Contest, whose conduct or action affects the

administration, security or fairness, integrity or proper conduct of the Contest, or who fails to meet or abide by the Contest Rules and conditions.

The Contest Sponsors do not assume any responsibility for tampering, theft, defects, viruses, human errors including negligence, deletions, technical or telephone, computer line, network, server, access providers, computer equipment or software problems, undeliverable messages, computer errors, lost, misdirected, late or incomplete entries or inaccurate capture of information or any online difficulties that may result in damage or malfunction the computer or the failure of the Contest Sponsors to process any entry and otherwise award any prize. Nor is responsibility assumed for printing errors appearing in these rules or related Contest materials. In addition, the Contest Sponsors will not assume any responsibility of any nature whatsoever in all cases where their inability to hold the Contest or to remit the prize to the winner results from a cause beyond their control, including Acts of God, weather conditions, strike, lock-out or other labour dispute. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should an attempt be made, the Contest Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

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.