

CONTEST RULES
(the “Official Rules”)

Rogers Hometown Hockey Contest
(the “Contest”)

These Official Rules govern the Contest. By participating or attempting to participate in the Contest, you will be deemed to have received, understood, and agreed to these Official Rules.

1. WHO ARE THE SPONSORS?

The Contest is sponsored and administered by Rogers Communications Inc. or one of its subsidiaries or their affiliates (“**Rogers**”).

Rogers and any co-sponsors of the Contest are referred to collectively or individually as the “**Sponsors**”.

The Contest is in no way sponsored, endorsed or administered by the National Hockey League (“**NHL**”), its member teams, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V. and NHL Interactive CyberEnterprises, LLC (the foregoing NHL entities, collectively, the “**NHL Entities**”), or any of their respective parents, governors, subsidiaries, affiliates, directors, officers, shareholders and agents and each of them is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to Sponsors and not to the NHL Entities.

Although the Contest may be communicated, promoted, or administered by means of a third party social media or social networking service or site (a “**Third Party Service**”), the Contest is not sponsored, endorsed or administered by, or associated with, any Third Party Service; any questions, comments or complaints regarding the Contest should be directed to Rogers and not to any Third Party Service.

2. WHO MAY ENTER THE CONTEST?

The Contest is open to residents of Canada who are at least 16 years old as of the date of entry. Entrants who are under the age of majority must have the consent of their parent or legal guardian to enter in the Contest in accordance with these Official Rules.

The following individuals are not eligible to enter the Contest:

- a) employees, officers, directors, agents, and representatives of: (i) the Sponsors, or any of their respective parents, subsidiaries or affiliates; (ii) the NHL Entities, (iii) any prize suppliers; (iv) any and all other companies associated with the Contest;
- b) a household member of any of the individuals listed in (a), above, whether or not related;
- c) members of the immediate family (spouse, parent, child, sibling) of the individuals listed in (a), above regardless of where they reside.

3. WHEN DOES THE CONTEST START/END?

You may enter the Contest from October 7, 2017 at 1:00 pm to April 1, 2018 at the conclusion of the Rogers Hometown Hockey Broadcast on Sportsnet (“**Entry Period**”). All times referenced in these Official Rules are Eastern.

4. HOW DO I ENTER THE CONTEST?

No purchase is necessary to enter the Contest.

There are two ways to enter the Contest:

- a) **Rogers Hometown Hockey broadcast on Sportsnet:** watch the Rogers Hometown Hockey broadcast on Sportsnet each Sunday during the Entry Period to get the unique hashtag released during the broadcast.

Log into your Twitter account and send a tweet that tags @Rogers and includes the hashtag/code **prior to the end of the Rogers Hometown Hockey broadcast during which the corresponding hashtag/code was released.**

You must have a valid, public (i.e. not “protected”) Twitter account for your entry to be eligible. Each hashtag/code posted as instructed will count as one (1) entry in the Contest.

- b) To enter the Contest without watching the Rogers Hometown Hockey broadcast on Sportsnet, mail a letter during the Entry Period with your name, address, day and evening telephone numbers, email address, age, and Contest name to the attention of “**Rogers Hometown Hockey Contest**” at:

333 Bloor Street East, 7th Floor
Toronto, Ontario
M4W 1G9
Attention: Ben McConnachie

Mail-in entries must be received within the Entry Period to be valid. Limit of one (1) entry per postage-stamped envelope.

5. HOW MANY TIMES MAY I ENTER THE CONTEST?

Each hashtag may be submitted only once per person, per Twitter account. Anyone found by the Sponsors to be using multiple Twitter accounts to enter will be disqualified.

Mail-in entrants can obtain the same number of entries as via Twitter entry but limit of one (1) mail-in entry per envelope.

6. COULD MY ENTRY BE REFUSED OR REJECTED?

Your entry could be refused or rejected if:

- (a) you attempt to enter the Contest in a fashion not authorized by these Official Rules;
- (b) your entry contains false or misleading information, or is late, falsified, illegible, damaged or incomplete or otherwise irregular;
- (c) your entry is submitted using robotic, automated, programmed, or other illicit means; or
- (d) your entry is not in compliance with these Official Rules.

In addition, the Sponsors reserve the right to refuse any entry for any other reason as they may determine.

7. WHAT ARE THE CONDITIONS OF ENTRY?

By entering the Contest:

- (a) you agree (or if a minor entrant, your parent/legal guardian agrees) to be bound by these Official Rules and by the decisions of the Sponsors, whose decisions are final, binding and conclusive;
- (b) you represent and warrant (or if a minor entrant, your parent/legal guardian represents and warrants) that (i) your entry, including any material comprising your entry (e.g. name, user name, profile picture, etc., as applicable) and any material submitted with your entry (e.g. photograph, video, written submission, or other form of submission, as applicable) (all such material, collectively, the “**Entry**”

Material) is original to you, (ii) you have all necessary rights in and to your Entry Material to enter the Contest, including the consent of any third parties whose personal information is included in your Entry Material, and (iii) your Entry Material does not contain, depict, include or involve content that is, or could reasonably be considered to be, inappropriate, unsuitable or offensive, as determined by the Sponsors;

- (c) you understand and agree (or if a minor entrant, your parent/legal guardian agrees) that your entry, including your Entry Material, will not be returned to you and may be moderated or edited by Rogers as it deems appropriate;
- (d) you grant (or if a minor entrant, your parent/legal guardian grants) to the Sponsors the irrevocable right to use your Entry Material in any media worldwide and for any purpose related to the Contest (or any similar contest), including the right to use, reproduce, modify, adapt, translate, or create derivative works from, your Entry Material without notification, compensation or additional consideration to you;
- (e) you waive (or if a minor entrant, your parent/legal guardian waives) all claims of moral rights in any use of your Entry Material by Rogers pursuant to the rights granted in these Official Rules;
- (f) you agree (or if a minor entrant, your parent/legal guardian agrees) that the Sponsors shall have the right at any time to require proof of identity or eligibility to enter the Contest; failure to provide any such proof upon request may result in disqualification;
- (g) you release and forever discharge (or if a minor entrant, your parent/legal guardian releases and discharges) the Sponsors, the NHL Entities, their respective parents, affiliates, and subsidiaries, any other companies associated with the Contest, and all of their respective directors, officers, employees, agents, representatives, licensees, successors and assigns, as well as any Third Party Services, (collectively, the **"Releasees"**), and agree (or if a minor entrant, your parent/legal guardian agrees) to indemnify and hold harmless each of the Releasees, from and against any and all claims, damages or liability, including any costs or losses related to personal injury, death, damage to or loss or destruction of property, arising out of, or in any way related to, (i) your participation in the Contest, (ii) the awarding, receipt, possession, use or misuse of any prize, in whole or in part, or any travel or activity related to any prize, (iii) the use of any Entry Material or Publicity Material (defined below) in accordance with the rights granted in these Official Rules, or (iv) any breach of these Official Rules.

8. WHAT ARE THE CONTEST PRIZES?

a) Rogers Hometown Hockey Prize Packs

There are eighteen (18) Rogers Hometown Hockey Prize Packs (each a **"Prize Pack"**) available to be won in the Contest; each valued at approximately CDN \$200 and including:

- One (1) Rogers Hometown Hockey Hoodie;
- One (1) Rogers Hometown Hockey Hat;
- One (1) Autographed Ron MacLean book; and
- One (1) Rogers Hometown Hockey Tote Bag.

b) 2018 Stanley Cup® Playoffs Trip Prizes

There are five (5) 2018 Stanley Cup® Playoffs Trip Prizes (each a **"Stanley Cup® Trip Prize"**) available to be won in the Contest, each valued at approximately CDN \$4,500 and consisting of one trip for the winner and one (1) guest (the **"Travellers"**) including:

- two (2) tickets for a 2018 Stanley Cup® Playoffs game to be determined by the Sponsors at their sole discretion;
- return economy airfare for the Travellers from the airport closest to the winner's residence in Canada to destination where Stanley Cup® Playoffs Game is scheduled (**"Destination"**);
- one (1) night hotel accommodation (standard room, based on double occupancy) for the Travellers at a hotel to be determined by the Contest Sponsors;

- ground transportation to and from airport in Destination;
- \$250 spending money for the winner.

c) **NHL® All-Star Trip Prize**

There is one (1) NHL® All-Star Trip Prize (“**NHL® All-Star Trip Prize**”) available to be won in the Contest, valued at approximately CDN \$4,500 and consisting of a trip for the winner and one (1) guest (the “**Travellers**”) to the 2018 NHL® All-Star Game scheduled to be held in Tampa, Florida, USA (“**Destination**”), including:

- return economy airfare for the Travellers from the airport closest to the winner’s residence in Canada to Destination;
- two (2) tickets to the 2018 NHL® All-Star Game scheduled to be held at AMALIE Arena on Sunday, January 28, 2018 in Destination;
- one (1) hotel accommodation (standard room, based on double occupancy) for the Travellers at a hotel to be determined by the Contest Sponsors;
- ground transportation to and from airport in Destination;
- \$250 spending money for the winner.

Each Stanley Cup® Playoffs Trip Prize and the NHL® All-Star Trip Prize individually referred to as a “**Trip Prize**”.

Actual value of each Trip Prize may vary based on prize particulars. The following terms and conditions apply to any and all Trip Prize awarded in this Contest:

- All prize particulars will be determined by the Sponsors.
- The winner may be required to reserve the Trip Prize, or complete travel, by a particular date, as may be advised by the Sponsors.
- Each Traveller must have reached the age of majority in his or her province or territory of residence, unless accompanied by a parent or legal guardian.
- A prize supplier may require a valid major credit card to be presented by a Traveller for deposit or damage protection purposes.
- If the winner elects to travel with a fewer number of guests than the number of guests provided in the prize description above, no additional compensation will be awarded under any circumstances.
- Tickets are subject to certain terms and conditions as specified by issuers. Blackout dates may apply (as advised by the Sponsors). Documentation that is reasonably necessary for the Sponsors or prize suppliers to book the prize for the Travellers must be supplied upon request, failing which the prize may be deemed to be forfeited, as determined by the Sponsors.
- The Travellers are responsible for: ensuring they have all necessary travel documents prior to travel; any and all applicable taxes; any additional expenses not included in the prize as described in these Official Rules.
- The Releasees are not responsible for: any cancellations, alterations, delays, diversions or other changes to the trip itinerary; any costs or expenses incurred as a result of any changes to the trip itinerary; or any damages, loss or liability in the event any Traveller is denied the ability to travel, whether due to airport restrictions or otherwise. The Sponsors are only responsible for the prize elements listed in these Official Rules, subject to the terms and conditions contained in these Official Rules.
- All tickets issued in connection with the prize are not eligible for frequent flyer miles. Once reservations are made, they cannot be changed, save as otherwise determined by the Sponsors or prize suppliers.
- The Sponsors and prize suppliers have the right to disqualify or remove any Traveller from any activity at any time if he or she is at any point uncooperative, disruptive, abusive, or unobservant of

applicable rules, laws or regulations, or likely to cause or has caused damage to person, property, or the reputation of the Sponsors or prize suppliers.

9. ARE THERE ANY PRIZE CONDITIONS?

In addition to any prize conditions provided elsewhere in these Official Rules, any prize awarded in the Contest is subject to the following conditions:

- (a) Prize value in these Official Rules is approximate only. You will not be compensated if actual prize value is lower than the value quoted in these Official Rules.
- (b) The prize may be substituted, in whole or in part, with a prize or prize component of equal or greater value if the prize or prize component cannot be awarded for any reason.
- (c) The prize must be accepted as awarded and may not be transferred, unless otherwise determined by the Sponsors. The prize may not be exactly as advertised. The prize is provided “as is” without representation or warranty of any kind by the Sponsors or the NHL Entities.
- (d) The prize may not be resold.
- (e) Any unused portion of the prize, once awarded, will be deemed forfeited. The prize will not be replaced if lost, destroyed, mutilated or stolen.
- (f) The Sponsors may require any winner’s guest to sign and return, within any designated time period, a release of liability and consent to publicity form and any other documentation as reasonably required, as a pre-condition to participation in the prize. In the event any guest is a minor, the parent or legal guardian of the guest will be required to sign and return such paperwork on behalf of the minor guest.

10. HOW WILL THE POTENTIAL WINNER(S) BE SELECTED?

On each day set out in the Draw Schedule below at approximately 11:00 am, the Sponsors will conduct a random draw to select one (1) potential winner from among all eligible entries received during the Rogers Hometown Hockey broadcast preceding the draw at the offices at 333 Bloor Street East, Toronto, Ontario. Non-selected entries will NOT be carried forward to the next draw.

There are twenty-four (24) prizes to be awarded throughout the Entry Period. The selection of the prize to be awarded on each draw date will be determined randomly prior to each draw by the Sponsors.

Draw Schedule (at approx. 11:00 am)	
1.	• Tuesday, October 10 th , 2017
2.	• Tuesday, October 17 th , 2017
3.	• Tuesday, October 24 th , 2017
4.	• Tuesday, October 31 st , 2017
5.	• Tuesday, November 7 th , 2017
6.	• Tuesday, November 14 th , 2017
7.	• Tuesday, November 21 st , 2017
8.	• Tuesday, November 28 th , 2017
9.	• Tuesday, December 5 th , 2017
10.	• Tuesday, December 12 th , 2017
11.	• Tuesday, December 19 th , 2017
12.	• Tuesday, January 2 nd , 2018
13.	• Tuesday, January 9 th , 2018
14.	• Tuesday, January 16 th , 2018
15.	• Tuesday, January 23 rd , 2018
16.	• Tuesday, February 6 th , 2018
17.	• Tuesday, February 13 th , 2018
18.	• Tuesday, February 20 th , 2018
19.	• Tuesday, February 27 th , 2018

20.	• Tuesday, March 6 th , 2018
21.	• Tuesday, March 13 th , 2018
22.	• Tuesday, March 20 th , 2018
23.	• Tuesday, March 27 th , 2018
24.	• Tuesday, April 3 rd , 2018

For each prize to be awarded pursuant to these Official Rules, selected entrants will be notified using the information provided at the time of entry. In the event any potential winner does not respond to such notification within three (3) business days, declines a prize for any reason, or does not meet the requirements set forth in these Official Rules, as determined by the Sponsors, the potential winner will be disqualified and, time permitting, an alternate potential winner may be randomly selected from among remaining eligible entries, or the prize may be cancelled.

11. HOW CAN A POTENTIAL WINNER BECOME A WINNER?

To be declared a winner, a potential winner:

- (a) must correctly answer, without assistance, a time-limited, mathematical skill-testing question to be administered by the Sponsors;
- (b) must be in compliance with these Official Rules;
- (c) must sign and return, (or if a minor entrant, your parent/legal guardian must sign and return) within any designated time period, a release of liability and consent to publicity form and any other documentation as reasonably required;
- (d) may be required to provide proof of identification to confirm eligibility or to claim a prize, or provide proof that he or she is the authorized account holder of any account associated with the selected entry.

12. WHAT ARE THE ODDS OF WINNING A PRIZE?

Odds of winning depend on the number of eligible entries received in each draw.

13. HOW DO I CLAIM A PRIZE?

Once a potential winner is confirmed as a winner, prize distribution will be promptly coordinated.

Except as otherwise indicated by the Sponsors, a winner must personally take delivery of the prize as instructed within thirty (30) days of being notified that such prize is available or within such other time period as may reasonably be advised.

If a winner fails to take delivery of the prize as instructed, the prize will be deemed forfeited.

14. WILL I APPEAR IN ANY PUBLICITY IF I AM A WINNER?

If you are a winner, the Sponsors may require you to appear in publicity related to the Contest or to any similar contest.

By accepting a prize:

- (a) you grant (or if a minor entrant, your parent/legal guardian grants) to the Sponsors the irrevocable right to record, photograph or otherwise capture or document you, your likeness, your voice, or any statements you make regarding the Contest or the prize, by any available means;
- (b) you agree (or if a minor entrant, your parent/legal guardian agrees) that any such captured material, together with your biographical information, such as name or place of residence, or your Entry Material (collectively, all such materials, the "**Publicity Material**") may be used by the Sponsors or their licensees, successors, or assigns (collectively, the "**Publicity Parties**") in any media, whether now known or later devised, worldwide and in perpetuity, for advertising or promotional purposes

related to the Contest or any similar contest. Any such use of the Publicity Material may include the reproduction, modification, adaptation, translation or creation of derivative works from your Entry Material;

- (c) you acknowledge (or if a minor entrant, your parent/legal guardian acknowledges) that the Publicity Parties shall not be required to compensate you, notify you, or request your permission in connection with their use of any Publicity Material, unless otherwise prohibited by law; and
- (d) you waive (or if a minor entrant, your parent/legal guardian waives) any rights that you may have or that may otherwise exist in connection with any use of the Publicity Material by any of the Publicity Parties, including any moral rights in any such Publicity Material.

15. HOW WILL MY PERSONAL INFORMATION BE COLLECTED, USED AND DISCLOSED?

By entering the Contest, you consent to Rogers' collection, use and disclosure of your personal information in accordance with the Privacy Policy, available at www.rogers.com/web/content/Commitment-to-Privacy (the "**Rogers Privacy Policy**"), for purposes of administering the Contest as described in these Official Rules.

Over the course of participating in the Contest, you may be given the option to receive commercial emails or other communications of a commercial nature (collectively, "**Commercial Communications**") from the Sponsors or other parties. Should you elect to receive Commercial Communications from Rogers, your personal information will be used by Rogers to that end, in accordance with the Rogers Privacy Policy.

Your personal information may be disclosed to a third party in the following circumstances:

- (a) in accordance with these Official Rules, or with your consent, or as otherwise permitted or required by law.
- (b) if you elect to receive Commercial Communications from a party other than Rogers, Rogers will disclose your personal information to that other party for that purpose;
- (c) if you are a potential prize winner, Rogers may disclose your personal information to any prize supplier for purposes of prize fulfillment; and
- (d) if you have been asked to sign and return a release of liability and consent to publicity form or other documentation in accordance with the terms of these Official Rules, Rogers may disclose your personal information to any interested party, such as an entity who is released from liability.

Rogers' disclosure of your personal information to another party will cause your personal information to be subject to that party's privacy policy and practices.

16. HOW DO THE RELEASEES LIMIT THEIR LIABILITY?

The Releasees assume no liability for the following:

- (a) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, jumbled, or garbled entries, transmissions, email, mail, or other communications;
- (b) any error, omission, interruption, defect or delay in transmission, processing, or communication;
- (c) failures or malfunctions of, or difficulties with, computer hardware or software, telephones, telephone lines, telephone systems, or network, cable, satellite, server, or website connections;
- (d) printing, typographical, or other errors appearing within these Official Rules, in any Contest-related advertisements, or in Contest-related materials;
- (e) incorrect or inaccurate information, including where caused by website users, tampering, hacking, or by any equipment or programming associated or used in connection with the Contest;
- (f) injury or damage to any computer or other device resulting from or otherwise related to participation in the Contest, the use of any website, or the downloading or accessing of any materials;
- (g) anyone being incorrectly or mistakenly identified as a winner or potential winner; or

- (h) any other errors, problems or difficulties of any kind, whether human, mechanical, electronic, or otherwise, relating in any way to the Contest, including those errors, problems or difficulties that may relate to the administration of the Contest, the processing of entries, the advertising of the Contest, the announcement of any prize or prize winner, or the cancellation or postponement of any event.

17. WHAT LAWS APPLY TO THE CONTEST?

The laws of the province or territory in which you reside apply to the Contest.

Any attempt to undermine the legitimate operation of the Contest may be a violation of criminal or civil laws. Should any such attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law.

18. CAN THE SPONSORS CANCEL OR AMEND THE CONTEST?

The Sponsors may cancel, modify, or suspend the Contest or amend these Official Rules for any reason whatsoever, subject to prior approval by the Régie des alcools, des courses et des jeux, if legally required. For example, if for any reason the Contest is not capable of running as originally planned, the Sponsors may adjust any of the dates, timeframes or other Contest mechanics, or suspend or cancel the Contest.

You may not amend these Official Rules in any way.

19. WOULD THE SPONSORS EVER DISQUALIFY OR BAN SOMEONE FROM A CONTEST?

The Sponsors may disqualify without notice or ban someone from the Contest or any future contest for any reason, including if the Sponsors find that a person has:

- (a) resold or attempted to resell a prize, in whole or in part;
- (b) tampered with or attempted to tamper with, or undermined or attempted to undermine, the legitimate operation of the Contest;
- (c) provided false or misleading information;
- (d) acted in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any person; or
- (e) otherwise violated these Official Rules.

20. WHAT HAPPENS IF THESE OFFICIAL RULES CONTRADICT OTHER CONTEST MATERIALS?

In the event of any discrepancy or inconsistency between these Official Rules and disclosures or statements made by the Sponsors or appearing in other Contest-related materials, these Official Rules shall govern.

21. WHAT HAPPENS IF PART OF THESE OFFICIAL RULES BECOMES UNENFORCEABLE OR DOES NOT APPLY?

If any part of these Official Rules is legally unenforceable or inapplicable, then that part will be deemed invalid; however, the remainder of these Official Rules will otherwise continue to be legally binding.

22. IF I AM A RESIDENT OF QUEBEC, IS THERE ANY ADDITIONAL INFORMATION I SHOULD KNOW?

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

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