

**CCM Dominate the Ice Contest (the “Contest”)
Official Rules, Terms and Conditions**

NO PURCHASE NECESSARY TO ENTER OR WIN PRIZE. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. The CCM Dominate the Ice Contest (the “**Contest**”) is sponsored by Sport Maska Inc., operating as CCM Hockey, 3400 Raymond-Lasnier, Montreal (Quebec) H4R 3L3 CANADA (the “**Sponsor**”). The Contest is governed by these Official Rules, Term and Conditions (the “**Official Rules**”). By participating in the Contest, each entrant agrees to these Official Rules, including all eligibility requirements and understands that the results of the Contest are final in all respects. The Contest is subject to all federal, state, provincial and local laws and regulations and is void where prohibited by law. ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

The words “you,” “your,” “entrant” and “participant” as used herein refer to the natural person entering the Contest. If you are under the age of majority in your state, province or territory of legal residence, **then, before entering the Contest (and thereby accepting these Official Rules by clicking “I Agree”), you must obtain permission from your parent or legal guardian to accept these Official Rules and participate in the Contest. IF YOU ARE YOUNGER THAN 16 YEARS OLD, YOU MAY NOT ENTER THE CONTEST OR SUBMIT ANY INFORMATION, VIDEO OR PHOTO.** By clicking “I Agree”, you represent and warrant that (i) you are 16 years old or older at the time of entry; (ii) you are fully able and competent to enter into and comply with the Official Rules; and (iii) either (a) you are over the age of majority in your state, province or territory of legal residence; or (b) you have consent from your parent or legal guardian to enter into and comply with the Official rules. As a condition to winning a Prize, the Sponsor may require you to provide a proof of age and permission of your parent or legal guardian, including a copy of these Official Rules signed by your parent or legal guardian.

1. HOW TO ENTER:

NO PURCHASE NECESSARY TO ENTER OR WIN.

To enter the Contest, visit dominatetheice.ccmhockey.com (the “**Contest Website**”) and follow directions to register for the Contest. Entrants need to complete the entry form (including name, address, e-mail address, date of birth and daytime home phone number) and upload a video of entrant showing how he/she dominates on the ice no longer than 30 seconds in MP4 or MOV formats. Such form, together with your video submission, is referred to herein as the “**Contest Entry**”. **Limit of one (1) Contest Entry per person and/or email address.** Sponsor is the official timekeeper for the Contest. All entry information and materials become the property of Sponsor and will not be acknowledged or returned to the entrants. Except as otherwise contemplated in these Official Rules, and to the extent entrants may otherwise elect at the time of entry, personal information collected in connection with the Contest will be used in accordance with the online privacy policy available at <http://ccmhockey.com/en/privacy-policy>.

Contest Entries may not be sent via e-mail or in hard copy or any other physical form. The Sponsor is not responsible for Contest Entries that for any reason are lost, late, or misdirected, for malfunctions of electronic equipment, computer hardware, or software, or

for downloading or data entering problems or other technical problems or human error related to entries or the Contest.

If you participate in the Contest by accessing the URL through a mobile device, based upon your cellular phone provider, standard data rates may apply. Please check with your cellular phone provider to determine if you will incur charges before participating in this Contest. To participate in the Contest, you do not have to access the URL through a mobile device.

By submitting a Contest Entry or other content created by you, you hereby warrant and represent that your Contest Entry: (i) is your original work; (ii) does not infringe third-party rights; (iii) is suitable for publication as described below; (iv) is viewable by the Sponsor or its representatives until October 19, 2018 at least; and (v) conforms to all requirements as set forth in these Official Rules. Entrant further acknowledges that in the event any information in the Contest Entry or any other information provided by entrant is discovered to be false, entrant may be disqualified and any Prize may be forfeited, in the Sponsor's sole discretion. Contest Entries must be suitable for publication, and therefore cannot: (a) be sexually explicit or suggestive, be unnecessarily violent, contain any derogatory comment or reference to any ethnic, racial, gender, religious, professional or age group, be profane or pornographic, or contain nudity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, or endorse any form of hate or hate group; (d) defame, misrepresent or contain disparaging remarks about the Sponsor or its products, or other people, products or companies; (e) contain trademarks, logos or trade dress owned by others, or phone numbers, personal names, e-mail addresses or street addresses; (f) contain copyrighted materials owned by others (including photographs and other works of art or images published on or in websites, television, movies or other media or musical "samples" without permission); (g) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, other than you, without permission from the third-party or a parent or legal guardian if the third-party is a minor; (h) communicate messages or images inconsistent with the positive images and/or goodwill to which the Sponsor wishes to associate; or (i) depict any illegal act, or itself be in violation of any law.

2. CONTEST PERIOD:

The Contest begins at 12:01 a.m. Eastern Daylight Savings Time ("**EDST**") on September 7, 2018 and ends at 11:59 p.m. EDST on October 7, 2018 (the "**Contest Period**").

3. LIMIT:

Limit to one (1) Contest Entry per person and/or email address, regardless of the method of entry will be allowed. Multiple Contest Entries submitted by a single entrant are void. Any attempt by any entrant to submit more than the stated number of Contest Entries by using multiple/different e-mail addresses, identities, registrations and logins, or any other methods will void all of the entrant's Contest Entries and that entrant may be disqualified from the Contest and any of the Sponsor's other contests.

4. ELIGIBILITY:

The Contest is open only to all legal residents of Canada or the United States who are 16 years of age or older at the time of entry. Void where prohibited by law. You are not eligible to enter the Contest or win a Prize if you are: a) an employee, a representative, a judge of the Contest or a member of the panel of judges, or a mandatory of the Sponsor, any of its respective corporate affiliates, subsidiaries, advertising or promotion agencies; b) a member of the immediate family (defined as parents, children, siblings, spouse, and life partners wherever they live) of an employee, representative, judge of the Contest or a member of the panel of judges, or mandatory of the Sponsor or anyone who is domiciled in the household, whether related or not, of any employees, representatives, members of the jury or mandatories of the Sponsor. Participation in the Contest constitutes entrant's full and unconditional agreement to the Official Rules and the Sponsor's decisions, which are final and binding in all matters related to the Contest. Sponsor reserves the right to require any entrant to provide proof of identity, age and eligibility to enter the Contest, and to disqualify any entrant where such identity, age and eligibility cannot be verified.

5. PRIZES:

There are **one (1) grand prize** (the "**Grand Prize**") and **fifty (50) secondary prizes** (the "**Secondary Prizes**" and collectively with the Grand Prize, the "**Prizes**") available to be won. Prizes consist of the following:

One (1) Grand Prize with an approximate retail value ("**ARV**") of \$1,000 CAD / \$800 US:

- A 30-minute meeting with a CCM endorsee to be held no later than December 18, 2018 in Canada or in the United States, in a city near the Grand Prize winner's residence; and
- Two (2) tickets for a hockey game of such CCM endorsee occurring on or about the same date of the meeting referred to above.

Fifty (50) Secondary Prizes with an aggregate ARV of \$49,999.50 CAD / \$44,999.50 US, consisting of:

- One (1) pair of CCM Super Tacks AS1 skates (ARV of each: \$999.99 CAN and \$899.99 US)

Total ARV: \$50,999.50 CAN/ \$45,799.50 US

The Sponsor reserves the right to substitute a Prize or any part of it with another prize of equal or greater value, at its sole discretion. Prizes must be accepted as awarded. Prizes are non-transferable and cannot be redeemed for cash. In no event shall the Sponsor be obligated to award more Prizes than the number of Prizes stated in the Official Rules. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of Prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes in accordance with the winner selection method described above from among all legitimate, un-awarded, eligible prize claims.

Odds of winning a Prize are determined based on number of valid Contest Entries received.

With respect to the Grand Prize, the Sponsor will cover all travel and accommodations for the winner and a guest or guardian. All other fees or expenses will be borne by the winner, including, but not limited to, drinks (alcoholic and non-alcoholic), meals, tips and taxes not included, personal expenses, if required.

If winner is a minor in his/her province/state of residence, he/ she will need to provide the Sponsor with his/ her parent/ legal guardian's email address and phone number. Prize will be awarded in the name of his/her parent or legal guardian. In the event of noncompliance with any of these Official Rules, Prize may be forfeited and awarded to alternate winner.

If a winner is a Canadian Resident: Before being declared the winner of any Prize, selected entrants must first correctly answer a mathematical skill-testing question, without assistance of any kind, whether mechanical or otherwise. If a selected entrant incorrectly answers the skill-testing question, such selected entrant will be disqualified and forfeits any eligibility for a Prize.

For US Residents Only: Winners shall be responsible and liable for all applicable federal, state and local taxes on the value of the entire Prize. If required by the Sponsor, the winner must complete and return to the Sponsor an IRS Form W-9 that reflects winner's taxpayer identification number or social security number. The winner will receive from the Sponsor an IRS form 1099-MISC at the end of the calendar year, and a copy of such form will be filed with the IRS.

6. SELECTION OF THE WINNERS

On October 19, 2018 at approximately 12:00 p.m. EDST, in the offices of Sport Maska Inc. located in Montreal, Quebec, a panel of three (3) judges will designate the selected entrants based on the following standards: entries will be scored out of thirty-three (33) on creativity, thirty-three (33) on dominance on the ice and thirty-three (33) on humour. Each judge will evaluate each Contest Entry. The Contest Entry with the highest combined score will be the selected entrant for the Grand Prize. The fifty (50) Contest Entries with the next fifty (50) highest scores will be the selected entrants for the Secondary Prizes. In the event of a tie, the Contest Entry with the highest creativity score will be deemed to have a higher score. In the event that a tie remains, the Contest Entry with the highest dominance on the ice score will be deemed to have a higher score. Then, in the event that a tie still remains, the Contest Entry with the highest humour score will be deemed to have a higher score.

The Sponsor will notify selected entrants by email or telephone, as provided in his/her Contest Entry.

Selected entrants (or the selected entrant's parent or legal guardian if the selected entrant is a minor) will be required to take the specified steps provided in the Sponsor's message with the requested contact information and will need to provide a written affirmation and warranty of ownership of the Contest Entry and rights to use likenesses, and all the other documents required pursuant to the Official Rules, such as a Declaration of Compliance and Release of Liability documents in accordance with Section 7, within five (5) business days of receiving the win notification. If a selected entrant cannot be contacted within three (3) business days, fails to respond with the requested contact information, or to provide the required documentation/assurances within the required time

period, or does not comply with the Official Rules, the selected entrant will be disqualified and forfeits the Prize. If a Prize is forfeited or returned as undeliverable, the Sponsor may award the applicable Prize to the alternate entrant with the highest score.

The Secondary Prizes will be delivered to the winners by mail at the address indicated in their Contest Entry. The Sponsor may, at its sole discretion, give the Grand Prize winner a letter or other document stating the awarding of the Grand Prize.

7. RELEASES:

By entering the Contest, entrant releases, discharges, indemnifies and agrees to hold harmless the Sponsor, the NHL, NHL Properties Inc., and its member teams, their respective advertising and promotional agencies and contest judging organization, the parent companies and affiliates of the foregoing and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "**Released Parties**") from and against any liability, illness, injury, death, loss, litigation, suit, claim, cause of action, or damage ("**Claim**") arising directly or indirectly from, or related directly or indirectly to, participation in the Contest or acceptance, possession, misuse or use of the Prizes, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest or the processing of Contest Entries; (e) late, lost, stolen, illegible, inaccurate, delayed, misdirected or undeliverable Contest Entries, posts, mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest.

Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Parties be liable for attorney's fees, legal fees, or expenses of any kind. Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

To receive a Prize, entrant may be required to sign a Declaration of Compliance with the Official Rules and a Release of Liability to the above effect. If the selected entrants are under the age of majority in their Province/State of residence, their parent or legal guardian may be required to sign a Declaration and Release of Liability form to the above effect. Declaration and Release documents must be returned within the time period indicated in the documents or the Prize will be forfeited. The Grand Prize winner's guest must also sign and return a Declaration and Release of Liability form and name of guest may not be changed once the Declaration and Release of Liability form has been received by the Sponsor or its agent.

The Contest is subject to all applicable federal, provincial, state and municipal laws and regulations.

8. LIMITATIONS OF LIABILITY

Without limiting the release provided in Section 7 above, and for greater certainty, Released Parties will not be liable for: a) any incomplete or inaccurate information, whether caused by the Contest Website users or by any equipment or programming associated with or utilized in the Contest, or by any technical or human error which may

occur in the processing of entries; b) the theft, destruction or unauthorized access to, or alteration of, entries or the Contest Website; c) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any e-mail to be received by or from the Sponsor for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; or e) damage to an entrant's or other person's system occasioned by participation or downloading of materials in this Contest.

9. RIGHT TO TERMINATE, SUSPEND OR AMEND

If for any reason this Contest or any part thereof is not capable of running or continuing to run as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause(s) whatsoever beyond the reasonable control of the Sponsor which corrupt or affect the administration, security or proper conduct of this Contest as contemplated by these Official Rules, the Sponsor reserves the right at its sole discretion and without prior notice, to terminate this Contest or to modify same as the Sponsor deems appropriate and, at its option, to select the winner(s) from those Contest Entries received prior to the action taken. With respect to residents of the Province of Quebec only, any such termination or modification will be subject to the approval of the *Régie des alcools, des courses et des jeux* (the "Régie").

10. PERSONAL INFORMATION

Except as otherwise contemplated in the Official Rules, in the Sponsor's Privacy Policy (available at <http://ccmhockey.com/en/privacy-policy>), or as otherwise agreed to by you or your parents and legal guardian (if you are under the age of majority in the applicable state, province or territory), any personal information provided in connection with this Contest will only be collected, used and disclosed by the Sponsor for the purposes of administering and conducting this Contest, including, without limitation, verification of eligibility and identity and awarding and delivering of Prizes. Personal information provided as part of this Contest may be collected in, transferred to and processed and stored in the province of Québec. Such information will be subject to the general laws applicable within the province of Québec, including, without limitation, possible access by or through regulatory authorities. The Sponsor will not sell, share or otherwise disclose personal information provided in connection with this Contest to or with third parties or agents, other than to third parties or agents engaged by the Sponsor to fulfill the above purposes or as permitted or required by applicable law.

By accepting a Prize, each winner and, for the Grand Prize winner, his/her guest, consent to the use of their names, addresses (city, province/state), voices, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or formats, including but not limited to the Internet, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent.

Any inquiry concerning the personal information held by the Sponsor should be sent in writing to Sport Maska Inc., 3400 Raymond-Lasnier Street, Montreal, Quebec H4R 3L3.

11. MISCELLANEOUS

Prizes will only be released to verified winners. All decisions of the Sponsor, or any contest judging organization as designated by it, are final and binding in all matters relating to this Contest. No correspondence will be entered into except with selected entrants. If a dispute arises as to any online Contest Entry, the entrant will be deemed to be the authorized account holder of the e-mail address used to enter. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. The selected entrant may be required to show proof of being the authorized account holder.

The Sponsor may disqualify any individual who tampers with the entry process, who acts in violation of these Official Rules or who attempts to or does undermine the administration, security or proper conduct of the Contest. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW. THE SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT PROVISION.

12. GOVERNING LAW

All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules, or the rights and obligations of entrants and the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the province of Québec, Canada, without giving effect to any choice of law or conflict of law rules or provisions. Except where prohibited by law, entrant and the entrant's parents or legal guardian (if the entrant is under the age of majority in the applicable state, province or territory) agrees that: (1) any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the District of Montréal, province of Québec, Canada; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs, but in no event including attorneys' fees, legal fees, disbursements or court costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant and the entrant's parents or legal guardian (if the entrant is under the age of majority in the applicable state, province or territory) hereby waives all rights to claim, punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket costs.

13. FOR RESIDENTS OF THE PROVINCE OF QUEBEC ONLY

For residents of the Province of Quebec only, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

14. WINNER LIST

To find out the name of the winners, please send an email after October 22, 2018 to marketing@ccmhockey.com or call (514) 461-8000 after such date. Requests must be received by November 16, 2018.
