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Rules and Regulations

NHL® Sweepstakes for Xbox

OFFICIAL CONTEST RULES AND REGULATIONS

- NO PURCHASE NECESSARY:** The NHL® Sweepstakes for Xbox (the "Contest") is sponsored by NHL Enterprises Canada, L.P. (the "Sponsor"). The Contest starts at 9:00:01 AM (ET) on April 15, 2009 and closes at 11:59:59 PM (ET) on May 24, 2009 (the "Contest Period"). All references to time in these rules are to Eastern Standard Times.
- ELIGIBILITY:** To enter and to be eligible to win, a person must be a resident of Canada, who has reached the age of majority in the province or territory in which he/she resides and who is not an employee of the Sponsor, the prize supplier, their respective affiliated companies, agents, advertising or promotional agencies, the independent contest organization or a member of any such employee's immediate family (regardless of where they live) or persons with whom such employees are domiciled (whether related to the employee or not). In these Official Rules, "immediate family" includes mother, father, brothers, sisters, sons, daughters, partner or spouse. You must have a valid email address to participate. Email accounts can be obtained free of charge from many Internet service providers, and Internet access is available for free at many libraries. In the event of any dispute regarding who submitted an on-line entry, the entry shall be deemed to be submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entries that are incomprehensible, garbled or incomplete, or that otherwise do not comply with these Contest Rules are ineligible.
- HOW TO ENTER THE CONTEST:** To enter the Contest, visit www.NHL.com/xbox and select the "enter" icon to be directed to the entry form page. Complete the entry form by entering a valid email address, and enter your full name, complete mailing address (including postal code), daytime telephone number (including area code), date of birth and, if you'd like to do so, your favorite NHL team. Upon doing so, click the "Submit" button and you will be entered automatically once into the Contest. Limit of one (1) entry per person. You may use only one (1) e-mail address to enter the Contest. All entries must be received on or before 11:59:59 PM (ET) on May 24, 2009 (the "Contest Closing Date").
- GRAND PRIZES:** There will be ten (10) Grand Prizes available to be won. Each Grand Prize consists of one (1) Xbox 360 Pro Game Console, one (1) NHL 09 Xbox game and one (1) Xbox LIVE 12-month Gold Subscription as selected by the Sponsor. The approximate retail value of each Grand Prize is \$419.98 (CDN). The total combined approximate retail value of all prizes is \$4,199.80 (CDN). Prizes must be accepted as awarded. Prizes may not be sold, transferred and are not convertible to cash. The Sponsor reserves the right to substitute a prize in whole or in part, for a prize or component thereof, of equal or greater approximate retail value, including without limitation, but only at the Sponsor's sole and absolute discretion, a cash award, in the event that all or any component of a prize is unavailable. The prize supplier is not responsible for the conduct or administration of the Contest.
- PRIZE DRAWS:** There will be ten (10) Grand Prize Draws held on May 26, 2009 (the "Draw Date") at approximately 10:00 AM (ET) in Mississauga, ON from among all eligible entries received during the Contest Period. Odds of being selected depend on the total number of eligible entries received. The selected entrants will be contacted by email, mail or telephone within two (2) business days of the Draw Date. Attempts will be made by representatives of the Sponsor to contact each selected entrant by email, mail or telephone for a period of ten (10) business days following the Draw Date. If any selected entrant cannot be contacted by e-mail, mail or telephone within such ten (10) business day period, or fails to return the required Release Form (see Rule 6 below) within the time specified by the Sponsor, he/she will forfeit the Prize and the Sponsor reserves the right, in their sole and absolute discretion, to select at random an alternate eligible entrant, whom representatives of the Sponsor will attempt to contact for a further period of ten (10) business days following his/ her selection, and who will be subject to disqualification, in the same manner as herein provided, if he/she cannot successfully be contacted or otherwise fails to comply with these Contest Rules.
- WINNER NOTIFICATION:** To be declared a winner, a selected entrant must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by mail or telephone. If a selected entrant fails to answer the mathematical skill-testing question, or if his/her answer to the mathematical skill-testing question is incorrect, he/she

will be disqualified and another entrant may be randomly chosen by the Sponsor, at its sole and absolute discretion, from among eligible entries received. The selected entrants must also sign a Declaration and Release Form (the "Release Form") confirming (i) compliance with the Official Rules, (ii) acceptance of the Prize as awarded, without substitution, (iii) release of the Sponsor, the National Hockey League, its member clubs, NHL Enterprises, L.P., NHL Enterprises B.V. and NHL Interactive CyberEnterprises, LLC, their respective affiliated and related companies and advertising and promotional agencies, the independent contest organization, the prize supplier and all of their respective shareholders, directors, officers, employees, agents representatives, successors and assigns (collectively, the "Released Parties") from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Prize or this Contest, (iv) consent to the use of his/her name, address (city and province), likeness, biographical information, quotations and/or photographs, without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to this Contest; and (v) acceptance that the Sponsor makes no warranty, guarantee or representation of any kind with respect to the Prize. Arrangements for delivery of the Prizes will be coordinated with the Prize winners by the Sponsor upon receipt of the duly completed Release Forms. Without limiting the generality of the foregoing, upon being confirmed a winner, the Prize winners may be announced on NHL.com, and on any other media outlets (now known or hereafter created) as determined by the Sponsor.

7. **GENERAL:** By entering the Contest entrants agree to abide by the Official Rules and the decisions of the Sponsor and the independent contest organization with respect to all aspects of the Contest, including without limitation, eligibility and/or disqualification of entries, which decisions are final and binding, without right of appeal.
8. The Released Parties will not be responsible for late, lost, misdirected, illegible, incomplete or destroyed entries and all such entries are void. The Released Parties do 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, electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/data that have been tampered with or altered are void. The use of robotic, programmed, automated software or computer programs to register or enter this Contest is prohibited and any individual who uses or attempts to use such methods to register or enter will be disqualified. In the event it is determined that an entrant has entered in a fashion not sanctioned by these rules and/or has submitted more than the number of entries permitted by these rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified. The use of an invalid email address will disqualify the entry. Users spamming the same email address will disqualify the entry. Sponsor reserves the right to correct clerical or typographical errors in promotional materials or these rules.
9. The Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux (the "Régie") in the Province of Québec, to terminate or amend this Contest 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 originally planned, such as tampering, the Sponsor reserves the right, with the consent of the Régie, to cancel the Contest.
10. All entries become the permanent property of the Sponsor and none will be returned. No correspondence will be entered into except with the selected entrants. This Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited.
11. For Québec residents 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.
12. The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and, only if consent is given at the time of entry, (a) shared with Microsoft Canada Co. for its use in accordance with its opt-in request; (b) shared with other business and marketing partners of Sponsor for their use in accordance with the applicable opt-in request; and/or (c) to provide the entrants with information regarding upcoming promotions and/or events from the Sponsor and/or third parties. Entrants accept the manner of collection, use and disclosure of personal information as set out in the Sponsor's privacy policy, which is available at <http://www.nhl.com/nhlhq/privacy.html>. **The Sponsor hereby disclaims responsibility for any third party use of entrants' personal information provided hereunder.**

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