

CONTEST RULES
The Ultimate Rogers™ NHL® All-Star Road Trip
(the “Contest”)

1. ENTRY PERIOD & CONTEST SPONSORS.

- (a) The Contest is brought to you by the following entities (collectively or individually, the “**Contest Sponsors**”): Rogers Communications Partnership (“**Rogers**”).
- (b) The Contest period (the “**Contest Period**”) starts at 9:00:01 am Eastern Time (“**ET**”) on January 14, 2015 and continues until January 19, 2015 at 8:59:59 am ET.
- (c) As set out in the chart below (the “**Contest Schedule**”), the Contest Period is divided into four (4) individual entry periods (each, an “**Entry Period**”). Each of the Entry Periods begins at 9:00:01 am ET and ends at 8:59:59 am ET.

Entry Period Start Date	Entry Period End Date	Draw Date
January 14, 2015	January 15, 2015	January 15, 2015
January 15, 2015	January 16, 2015	January 16 2015
January 16, 2015	January 17, 2015	January 17, 2015
January 17, 2015	January 18, 2015	January 19, 2015

2. HOW TO ENTER.

- (a) No purchase necessary.
- (b) There are two ways to enter the Contest:
 - i) For Rogers wireless customers only, access your Twitter profile through your smartphone and tweet @RogersBuzz using the applicable hashtag #RogersAllStars, during any Entry Period, for one (1) entry into the Contest; AND/OR
 - ii) During any Entry Period, anyone (for clarity, including Rogers wireless customers not using a smartphone or any non-Rogers wireless customer) can write an email to offer@rci.rogers.com, including your name, address and telephone number, as well as an essay of 250 words or less describing why you would love to go on the Ultimate Rogers NHL® All-Star Road Trip, for one (1) entry into the Contest.
- (c) **There is no entry limit for this Contest; however, only one (1) Twitter account and one (1) email address per person may be used to enter this Contest.**
- (d) Any attempt or suspected attempt to enter this Contest in a fashion not authorized by these rules shall be deemed to be tampering and will void all of your entries. Entries that contain false information and/or are late, lost, stolen, falsified, illegible, damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular or entries that have been submitted using robotic, automated, programmed, or through illicit means, or that do not conform with or satisfy any or all of these Contest rules, as determined in the Contest Sponsors’ absolute discretion, will be judged null and void and disqualified. Only entries received by Rogers will be considered. Proof of entry transmission shall not constitute proof of receipt. Rogers reserves the right to refuse any entry in its absolute discretion.
- (e) Odds of winning depend on the number of eligible entries received per Entry Period.

- (f) Although this Contest may be communicated, promoted, or administered by means of any third party social media or social networking service or site (each, a “**Third Party Service**”), entrants acknowledge that: (i) this Contest is not sponsored, endorsed or administered by, or associated with, any Third Party Service; (ii) if entry into this Contest is by means of a Third Party Service, entrants must have a valid account with the applicable Third Party Service (and may be required to have a public (i.e. non-private) account in order to participate) and must comply with the applicable Third Party Service’s terms and policies; and (iii) any questions, comments or complaints regarding this Contest should be directed to the Contest Sponsors and not to any Third Party Service. By participating in this Contest, you completely release any Third Party Service of all liability in relation to any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from your participation.

3. ELIGIBILITY.

- (a) The Contest is open only to legal residents of Ontario who are 16 years of age or older. Eligible participants who are under the age of majority must, prior to participating in the Contest, obtain the consent of their parent(s) or legal guardian to participate in this Contest in accordance with these Contest rules.
- (b) Employees, officers and directors of any Contest Sponsor, the National Hockey League, 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**”), any of their respective affiliates or representatives, any Contest suppliers and judges, and those with whom the foregoing individuals reside are not eligible to participate in this Contest.
- (c) The Contest Sponsors shall have the right at any time to require proof of identity and/or eligibility to enter the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Contest Sponsors reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

4. PRIZE DESCRIPTION.

- (a) Entrants are eligible to win one (1) of four (4) prizes (each, a “**Trip Prize**”), each consisting of one (1) trip for the winner and one (1) guest (together, the “**Travellers**”) to the 2015 NHL® All-Star Game in Columbus, Ohio, including:
- Return Ground transportation from Maple Leafs Square (15 York Street, Toronto, Ontario) to Columbus, Ohio (leaving January 23, 2015 at approximately 10am and returning January 26, 2015 at approximately 7pm)
 - Three (3) nights hotel accommodation (standard room, based on double occupancy) at Hyatt Regency Columbus
 - Tickets to the NHL Fan Fair™ on January 24 and 25, 2015
 - Tickets to the Honda NHL All-Star Skills Competition™ on January 24, 2015 (Food and non-alcoholic beverage included)
 - Tickets to the Honda NHL® All-Star Game on January 25, 2015 (Food and non-alcoholic beverage included)
 - Opportunity to attend behind the scenes experiences such as, for example purposes only, a private arena tour (type, date and location of each experience to be determined and confirmed by NHL Entities, subject to availability)

- Five hundred Canadian dollars (\$500) spending money, to be made payable to the winner via cheque
- (b) Total approximate retail value of each Trip Prize is \$3,000 CDN. All prize details to be determined in the absolute discretion of the Contest Sponsors, subject to availability, including, without limitation, exact travel times, hotel selection, and selection of departure address in which travel is to occur.
- (c) **The following conditions apply in respect of each Trip Prize:**
- Travellers must travel together on the same itinerary and are solely responsible for obtaining all necessary travel documents (e.g. valid passport). Travellers must not have any impediments to entry into the United States of America.
 - Travel must take place between January 23-26, 2015, as set forth above, unless otherwise determined in the absolute discretion of the Contest Sponsors. Documentation that is reasonably necessary for the Contest Sponsors to book the Trip Prize for the Travellers (e.g. passport number) must be supplied to the Contest Sponsors upon request, and failure to do so may result in the forfeiture of the Trip Prize at the absolute discretion of the Contest Sponsors.
 - Travellers are responsible for any additional expenses not included in the Trip Prize as described herein, including, but not limited to, federal, state, provincial and local taxes, any fees, travel and health insurance, transportation costs, taxis, checked baggage fees, and recreational activities.
 - The Contest Sponsors are not responsible in the event that any Traveller is denied entry into the United States and, in this event, such Traveller would be responsible to pay for their own transportation home.
 - Travellers must behave appropriately and observe the laws, rules and regulations of the location of the Trip Prize while using the Trip Prize, and participating in any prize-related activity. The Contest Sponsors and the NHL Entities, as applicable, have the right, in their absolute discretion, to disqualify and remove any Traveller from any activity at any time if such individual is, at any point, uncooperative, disruptive, or may cause (or has caused) damage to person, property, or the reputation of the Contest Sponsors, or the applicable NHL Entity.
 - No financial compensation will be made or required if actual prize value is lower than the total value quoted in these rules. Prize must be accepted as awarded, without substitution, transfer, exchange or assignment, unless otherwise determined in the absolute discretion of the Contest Sponsors and/or prize suppliers. Any unused portion of a prize, once awarded, will be deemed forfeited by the applicable winner, and no financial compensation will be made or required in respect of such unused portion. The Contest Sponsors and/or the prize suppliers reserve the right, in their absolute discretion, to substitute a prize or a component of a prize with a prize or a component of a prize (as applicable) of equal or greater value, including, without limitation, a monetary award, if the prize or prize component cannot be awarded by the Contest Sponsors and/or the prize supplier(s) for any reason. Prize may not be exactly as advertised. Prize will not be replaced if lost, destroyed or stolen.
 - Except as expressly warranted herein, any Contest prize is provided “as is” without further warranty of any kind.
 - In the event the winner is a minor, winner’s guest must be parent or guardian.

5. **DRAW.**

- (a) On each of the Draw Dates set forth in the Contest Schedule, above, a representative of the Contest Sponsors will conduct one (1) random draw from among all eligible entries

received during the applicable Entry Period. Each draw will take place in Toronto, Ontario at approximately 1:00:00 pm ET. One (1) entrant will be selected per draw as a potential Contest winner. Non-selected entries do not carry forward to future draws. A selected entrant will be contacted by Direct Message via Twitter, if the entry was submitted via Twitter, or by email at the email address indicated on the selected entrant's entry, if the entry was submitted via email. A selected entrant will be disqualified and required to forfeit any claim to the Contest prize if he or she cannot be reached within one (1) business day following the first attempt of contact or if the terms set forth in these Contest rules are not adhered to.

- (b) Decisions and rulings of the Contest Sponsors and/or their representatives are final and binding without appeal in all matters related to this Contest and the awarding of a prize.
- (c) To be declared a winner, a selected entrant must correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question; be in full compliance with these Contest rules; and sign and return a release of liability and consent to publicity form (the "**Release Form**") within the time period specified in the Release Form, and any other documentation as may reasonably be required by the Contest Sponsors in their absolute discretion. Each winner's guest will also be required to sign and return a Release Form within the time period specified in the Release Form, and any other documentation as may reasonably be required by the Contest Sponsors in their absolute discretion, in order to participate in the Trip Prize.
- (d) A selected entrant may be required to provide proof of identification to the Contest Sponsors when claiming a prize or otherwise in connection with this Contest to facilitate the Contest Sponsors' accurate identification of a Contest winner.
- (e) If a selected entrant does not fulfill the conditions set out in these rules, or declines or forfeits a Contest prize, the Contest Sponsors reserve the right, in their absolute discretion, to cancel the Contest prize or to select another entrant from the remaining eligible entries pursuant to the process described above.
- (f) Once a winner has been confirmed in accordance with the terms of these Contest rules, prize distribution will promptly be coordinated.

6. RELEASE OF LIABILITY / CONSENT TO PUBLICITY.

By entering the Contest, each entrant accepts and agrees to (i) be legally bound by these Contest rules, including all eligibility requirements, (ii) be bound by the decisions of the Contest Sponsors and their representatives or the independent judging organization, if any, which are final, binding and conclusive (without appeal) on all matters relative to the Contest; and (iii) remise, release and forever discharge the Contest Sponsors, the NHL Entities, each of their respective parent and affiliated companies, subsidiaries, licensees, distributors, divisions, dealers, retailers, printers and advertising and promotional agencies, any and all other companies associated with the Contest (including prize suppliers and suppliers of materials or services related to the Contest), and all of their respective employees, directors, officers, shareholders, agents, representatives, successors and assigns (collectively, the "**Releasees**") from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages or liability for any loss, harm, damages, costs or expenses arising out of, or in any way related to, his/her participation in the Contest and/or the awarding, receipt, possession, use and/or misuse of any Contest prize (or any portion thereof), or any travel or activity that is related to the receipt or use of any Contest prize, including, without limitation costs or losses related to personal injuries, death, damage to, loss or destruction of property, and rights of publicity, personality, privacy and/or intellectual property.

By accepting a Contest prize, each winner authorizes each of the Contest Sponsors and their respective designees to use in any related publicity the winning entry, as well as the winner's name, city and province/territory of residence, photograph, image, likeness, voice, and any statements he/she may make regarding such Contest prize for advertising and promotional purposes worldwide in perpetuity, in any form of media including the Internet, without limitation and without additional compensation or consideration, permission or notification, unless prohibited by law; and each winner waives any rights that may exist in respect of materials produced pursuant to the foregoing.

7. LIMITATION OF LIABILITY.

The Releasees are not responsible for (i) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; (ii) lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider, website, or other connections, including those through and/or by any website; (iii) jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (iv) failures or malfunctions of phones, phone lines or telephone systems, any error, omission, interruption, defect or delay in transmission, processing, or communication; (v) non-delivered, misdirected, blocked, or delayed email notifications; (vi) printing, typographical or other errors appearing within these Contest rules, in any Contest-related advertisements or other materials; or (vi) any other errors, problems or difficulties of any kind, whether human, mechanical, electronic, network, computer, telephone, mail, typographical, printing or otherwise relating to or in connection with this Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prize or in any Contest-related materials, or the cancellation or postponement of any event. The Releasees are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. The Releasees are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participation in this Contest or downloading materials from or use of any website.

8. PRIVACY.

By entering this Contest, each entrant consents to the collection, use, and disclosure of his/her personal information for the purposes and in the manner described herein. All information submitted by entrants is being collected by Rogers and is subject to the Rogers Privacy Policy, available at www.rogers.com.

In connection with prize fulfillment, Rogers may be required to provide your personal information to another party, including, but not limited to, any other Contest Sponsor. By entering the Contest, you consent to such disclosure of your personal information in connection with the foregoing, and you understand and agree that, should your personal information be provided to another party, your information will be subject to that party's privacy policy and information handling standards and practices.

You further acknowledge and agree that, where you enter a Contest by means of a Third Party Service, any personal information that you share with, or by means of, such Third Party Service may also be used by the applicable Third Party Service in accordance with its own privacy policy.

9. GENERAL.

- (a) **LAWS AND RULES.** This Contest will be run in accordance with these Contest rules, which shall be subject to amendment by Rogers without notice or liability to you. Entrants must comply with these Contest rules and will be deemed to have received and understood

these rules by participating in this Contest. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. These rules are governed exclusively by the laws of the province or territory in which you reside, and you submit to the exclusive jurisdiction of the courts of such province or territory. Rights and remedies may vary by province or territory.

- (b) **CANCEL AND AMEND.** Rogers reserves the right to cancel, modify, or suspend this Contest or to amend the Contest rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Contest is not capable of running as originally planned, for example as a result of tampering or infection by computer virus, bug, corruption, security breach, or other cause beyond the reasonable control of the Contest Sponsors, Rogers reserves the right to cancel or suspend the Contest and/or conduct a random draw from all previously received eligible entries.
- (c) **CONDUCT.** The Contest Sponsors reserve the right, in their absolute discretion, to disqualify without notice any entrant that they find to be: violating the Contest rules; tampering or attempting to tamper with the entry process or the operation of the Contest or any Contest website; acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; or attempting to undermine the legitimate operation of the Contest. Any attempt by an entrant or any other individual to undermine the legitimate operation of this Contest may be a violation of criminal and/or civil laws. Should any such attempt be made, the Contest Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution, and Rogers reserves the right to ban or disqualify an entrant from this Contest and any future contests.
- (d) **IDENTITY OF ONLINE ENTRANT.** If a dispute arises regarding the identity of any online entrant, the applicable entry will be deemed to have been submitted by the authorized account holder of the account provided at the time of entry. An entrant may be required to provide proof that he or she is the authorized account holder of the account associated with a particular entry. The individual assigned by an Internet access provider, online service provider, or other organization responsible for assigning the applicable type of account is considered the authorized account holder. Whether or not an individual constitutes the authorized account holder in question will be determined by Rogers in its sole discretion; and, if the name of the authorized account holder does not accord with the full name provided at the time of entry, the applicable entry may be disqualified at Rogers' sole and absolute discretion.

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