

CHL MEMORIAL E-CUP CONTEST

OFFICIAL RULES:

1. CONTEST PERIOD:

The *CHL Memorial eCup Contest* (the “**Contest**”) will run between November 28, 2020 at 12:00:00 a.m. (EST) and December 17, 2020 at 11:59:59 p.m. (EST) (the “**Contest Period**”). The contest will be available for entry submission as soon as the first game of the Memorial eCup is aired live through Facebook Live and Twitch streaming platforms. This will happen on Saturday, November 28, 2020. The contest will end upon completion of the final game day of the e-gaming tournament which is December 17, 2020. The e-gaming tournament will be streamed through the Ligue de hockey électronique du Québec (LHEQ) and the Canadian Hockey League (CHL) and its’ Regional Leagues and Regional League Member Teams Facebook pages and Twitch accounts.

2. ELIGIBILITY:

Contest is open to residents of Canada. Entrants must be the age of majority in their province at the time the contest opens or have permission from a parent/guardian. Only those who are age of majority in their province at the time of the contest opening will be eligible to win the Grand Prize as outlined below.

Contest is not open to employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of the Canadian Hockey League, or their respective affiliates, advertising/promotion agencies and any entity involved in the development, production, administration, or fulfillment of the Contest (collectively, the “**Contest Parties**”).

3. HOW TO ENTER:

NO PURCHASE NECESSARY. To enter, go to <https://chl.ca/memorialecup> (the “**Website**”) and by filling out the Contest Entry Form (the “**Entry Form**”). Fully complete the Entry Form with all required information and then follow the on-screen instructions to submit the completed Entry Form (the “**Entry**”). To be eligible, the Entry must be submitted and received in accordance with these Rules during the Contest Period. Once the Entry Form is submitted, including the daily promo code, each Entrant will be eligible to be entered for daily prizing as well as gain one (1) entry for the grand prize. To be eligible for each daily prize, the Entrant will need to enter their information each time and the correct daily promo code during the contest period. The promo code for each daily prize will be required to be entered by 11:59:59 p.m. (EST) on each day there is a promo code provided for prizing. Should an Entrant not submit their information and the appropriate promo code by 11:59:59 p.m. (EST) on the eligible day a promo code is provided, the Entry will not be considered a valid Entry.

4. ENTRY LIMIT:

There is a limit of one (1) Entry per Entrant per day of each day games are played during the contest period. If it is discovered that any Entrant (or any other person or entity) has attempted to: (i) obtain more than one (1) Entry; and/or (ii) use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt this Contest, then the corresponding Entrant may be disqualified from the Contest in the sole and absolute discretion of the Contest Parties.

The Contest Parties are not responsible for (i) late, lost, delayed, not received, damaged, misdirected, incomplete, stolen, postage due or illegible entries; or (ii) failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, servers, access providers, hardware or software, whether originating with sender or recipient.

5. VERIFICATION:

All Entries are subject to verification at any time and for any reason. The Contest Parties reserve the right, in their sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Parties

– including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest parties deem necessary, in their sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Contest Parties in a timely manner may result in disqualification in the sole and absolute discretion of the Contest Parties. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).

6. PRIZES:

As outlined below, there will be a grand prize of \$1,000. The grand prize will be awarded via grand prize draw. There will also be separate prizes for daily prize give-aways [during the fourteen (14) days of tournament that games are played as indicated below].

A promo code will be provided during each game played during the e-gaming tournament. There will be one (1) promo code per each day of games played during the tournament. The daily promo code will be required to be entered on (the “**Website**”) when completing the (the “**Entry Form**”). Every daily promo code entered correctly will provide the Entrant one (1) Entry into the draw for the grand prize.

Grand Prize –

There will be one (1) grand prize (the “**Grand Prize**”) available to be won in the grand prize draw, consisting of:

\$1,000 Vanilla Prepaid VISA® gift card.

The Prize has a value of \$1,000 CAD. The Prize must be accepted as awarded and is not transferable, assignable or convertible to cash. The CHL reserves the right, in its sole and absolute discretion, to substitute the Prize or a component thereof with a prize of equal or greater value, including, without limitation, but at CHL’s sole and absolute discretion, a cash award.

Daily Prizes –

Daily prizes will be randomly selected and rewarded to an Entrant(s) who submits the appropriate daily promo code throughout the CHL Memorial eCup tournament. The daily contest prizes are listed below.

Twenty (20) \$100 CAD electronic gift cards to either PlayStation®Store [CAN] – OR – Xbox [CAN], eleven (11) electronic copies of © 2020 Electronic Arts Inc. NHL'21 game – retail value of \$79.99 CAD per copy.

Without limiting the generality of the foregoing, the following general conditions apply to the Prize: (i) except as expressly set out in these rules, any costs or expenses incurred by the winner in claiming or using the prize will be the responsibility of the winner (ii) if the Entrant does not utilize any part(s) of the Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the CHL, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; and (iii) CHL reserves the right at any time to place reasonable restrictions on the availability or use of the Prize or any component thereof; and the Released Parties are not responsible for, and accept no liability in relation to, any part of the Prize (including, but not limited to, the Game) that is cancelled, delayed, rescheduled or otherwise similarly affected.

7. SELECTION OF DAILY PRIZE WINNERS

A random draw will be held on the first business day following each day of games played of the CHL Memorial eCup at 5255 Yonge Street, Suite 905, North York, Ontario, M2N 6P4 from all valid Entries received for the Prize. These draws will take place during the time-frame of the tournament, starting on November 29, 2020 and ending on December 18, 2020. Chances of winning will depend upon the number of valid Entries received. The winner will be notified by email and telephone where possible. In order to be confirmed the winner, the selected Entrant must correctly answer, unaided, an arithmetical, time-limited, skill testing question.

The winner will be required to sign a release form confirming acceptance of the Prize as awarded and releasing (on their own behalf) the Contest Parties from any liability relating to the Prize. By entering this Contest, Entrants consent to the use of their names and/or photographs for publicity purposes without compensation, worldwide in perpetuity and in any form of media including the Internet.

Please see below for a schedule of the dates the daily prizes will be awarded. Please note: the prizing schedule is subject to change should the Memorial eCup schedule of games played be changed throughout the tournament.

Daily Prize	Date of Daily Prize Drawn	Prizes Drawn
Nov. 28, 2020	Nov. 30, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Nov. 30, 2020	Dec. 1, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 2, 2020	Dec. 3, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 3, 2020	Dec. 4, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 5, 2020	Dec. 7, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 6, 2020	Dec. 7, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 8, 2020	Dec. 9, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 10, 2020	Dec. 11, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 12, 2020	Dec. 14, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 13, 2020	Dec. 14, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 14, 2020	Dec. 15, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) electronic copy of © 2020 Electronic Arts Inc. NHL'21 game
Dec. 15, 2020	Dec. 16, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 3: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN]
Dec. 16, 2020	Dec. 17, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 3: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN]
Dec. 17, 2020	Dec. 18, 2020	Prize 1: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 2: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN] Prize 3: One (1) \$100 CAD electronic gift card to either PlayStation®Store [CAN] – OR – Xbox [CAN]

8. SELECTION OF GRAND PRIZE WINNER

A random draw will be held on the first business day following the last game of the CHL Memorial eCup at 5255 Yonge Street, Suite 905, North York, Ontario, M2N 6P4 from all valid Entries received for the Prize. This draw will take place no later than December 18, 2020. Chances of winning will depend upon the number of valid Entries

received. The winner will be notified by email and telephone where possible. In order to be confirmed the winner, the selected Entrant must correctly answer, unaided, an arithmetical, time-limited, skill testing question.

The winner will be required to sign a release form confirming acceptance of the Prize as awarded and releasing (on their own behalf) the Contest Parties from any liability relating to the Prize. By entering this Contest, Entrants consent to the use of their names and/or photographs for publicity purposes without compensation, worldwide in perpetuity and in any form of media including the Internet.

9. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the CHL with respect to all aspects of this Contest are final and binding on all Entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or Entrants. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Rules. ANYONE DETERMINED BY THE CHL TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE CHL AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of the Website during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above.

In the event of a dispute regarding who submitted an Entry, the CHL reserves the right, in its sole and absolute discretion, to deem the Entry to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the CHL – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Entry in question.

The CHL reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the CHL that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by the CHL in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the CHL reserves the right to seek remedies and damages to the fullest extent permitted by law. The CHL reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever.

By entering this Contest, each entrant expressly consents to the Canadian Hockey League, their respective agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with the Canadian Hockey League's privacy policy (available at: http://www.chl.ca/privacy_policy). This section does not limit any other consent(s) that an individual may provide the CHL or others in relation to the collection, use and/or disclosure of their personal information.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

A dispute as to the organization or conduct of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for resolution. A dispute regarding the awarding of a prize may be submitted to the Régie only for the purposes of an intervention in an attempt to resolve the dispute.