

Contest Rules – TELUS Shoot to Score

1. HOW TO ENTER

Share your photo from the TELUS Shoot to Score photo booth, exclusively on Hockey Canada's mobile Century Tour for a chance to win the Grand Prize package. Entrants must be 18 years of age or older and a resident of Canada. All entries must be submitted between July 1, 2014 at 8:00:00 AM MST to December 19, 2014 at 11:59:59 PM MST (the "Contest Period"). Entrants will be permitted to submit multiple entries (up to a maximum of 50 Entries). Entries for this contest will not be accepted by phone, fax, courier or mail. This contest will be interpreted according to Canadian law.

There are two methods of entry: Upload your Entry via (1) Instagram or (2) Twitter. Your Entry must contain the #TELUSShoottoScore hashtag and must include your photo from the TELUS Shoot to Score photo booth taken during the Hockey Canada's mobile Century Tour. By entering the contest you are consenting to the display of your Entry on the Century Tour microsite and/or publicly across Hockey Canada web properties. Entries must comply with Instagram's or Twitter's respective terms of use. In the event of a dispute, the person who is the holder of the Twitter/Instagram account specified will be deemed to be the entrant. No purchase necessary.

By entering the contest, you confirm that you have obtained, or are able to obtain, a model release (if your Entry includes anyone other than you) from everyone in the photo. If your photo contains a minor (under the age of 18) parental or legal guardian consent is required.

The Contest is in no way sponsored, endorsed or administered by, or associated with, Twitter or Instagram.

2. ENTRIES

As conditions of entry, and by uploading and entering an Entry for this Contest, you warrant and represent that the Entry:

- is original and has been created in a lawful manner;
- does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party;
- has not been entered in any previous contest(s);
- has not been published or distributed previously in any media; and
- does not contain subject matter that may violate community standards or is otherwise of questionable taste (in the sole discretion of the Contest administrators).

You agree that you won't be paid or receive any other form of compensation for your Entry, and that Hockey Canada shall have the right to display your Entry whenever and wherever required for such purposes as Hockey Canada deems appropriate, in its absolute discretion.

By entering the contest, you warrant and represent that you own all rights to your Entry. By submitting an Entry, you irrevocably grant Hockey Canada and its affiliates, legal representatives, assigns, agents and licensees the unconditional and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used) your Entry, as well as to use your name, likeness, photograph ("Likeness") and/or statements regarding your participation in this contest (with or without using your name) in any and all media without limitation as to time or territory and without additional compensation or approval from you or any other party. You hereby waive all intellectual property rights, privacy/publicity rights and other legal and moral rights that might preclude Hockey Canada or its affiliate's use of your Entry, and you agree not to sue or assert any claim against Hockey Canada for the use of your Entry or your Likeness or statements.

You agree to indemnify and hold Hockey Canada, TELUS Corporation, and their respective affiliates, officers, directors, agents and any of their employees (collectively, the "Indemnitees") harmless from any and all claims, damages, expenses, costs (including reasonable lawyers' fees) and liabilities (including settlements) brought or asserted by any third party against any of the Indemnitees due to or arising out of your Entry or your conduct in creating an Entry or otherwise in connection with this contest, including, but not limited to, claims for trademark and copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation. You further agree to release the Indemnitees from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of Hockey Canada infringes your rights with regard to any elements, characters or ideas contained in any Entry.

3. THE PRIZE

Grand Prize

There will be one (1) Grand Prize awarded, a VIP Trip for two to the 2015 World Juniors Hockey Tournament. The Grand Prize awarded will consist of:

- Two (2) lower bowl tickets to the Canada vs. Finland Game on December 29, 2014 in Montreal (valued at \$300 CDN each)
- Return airfare for two (2) to Montreal, from the major Canadian airport closest to the winning Entrant's home address (valued at \$2000)
- Two (2) nights hotel in downtown Montreal (valued at \$750)
- Two (2) official Team Canada jerseys (valued at \$250)

The approximate retail value of the Grand Prize is \$3,600. The Grand Prize must be accepted as awarded with no substitutions in cash or otherwise, except at Hockey Canada's discretion. Hockey Canada reserves the right to substitute a prize of equivalent monetary value if the Grand Prize or any portion of the Grand Prize cannot be awarded as described for any reason.

All costs and expenses incurred in using the Grand Prize and which are not outlined in this prize description are the sole responsibility of the winner and their guest including but not limited to meals, transfers, additional transportation, taxes, levies, gratuities, all beverages, pre and post overnight layover hotel accommodations, optional excursions, medical, travel and baggage insurance together with any required travel documentation, souvenirs, local and long distance telephone calls, in-room charges, incidentals, spending money and other personal expenses. Winner and guest are also responsible for all costs incurred travelling to and from the departure and arrival points of the trip as the travel portion of the Grand Prize originates and terminates there. Winner and their guest must travel on the same itinerary and be available to travel between December 28 and December 30, 2014 (the dates specified by Hockey Canada in its sole discretion), and must both arrive and depart from the same major Canadian airport closest to the Winner's residence. If Winner is unable to travel on the dates arranged, Winner shall forfeit all rights to the Grand Prize. No responsibility is assumed by Hockey Canada or TELUS for cancelled, delayed, suspended or rescheduled events for any reason whatsoever beyond its control, or if other factors beyond their reasonable control prevent the Grand Prize trip or any part thereof from being fulfilled. In any such event, the Winner will not be provided with a substitute prize or cash equivalent or any part thereof. Departure dates and accommodation are subject to availability and change without notice or compensation. Winner's guest must be 18 years of age or over. The Grand Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program.

4. ELIGIBILITY

To be eligible entrants must submit an Entry during the campaign timeframe of July 1, 2014 to December 19, 2014. This contest is open to all residents of Canada, who are 18 years of age or older. This contest

excludes employees of Hockey Canada, TELUS Corporation, their respective affiliated companies or subsidiaries, their advertising and promotional agencies and members of their respective immediate families, and any person domiciled with any of the above.

5. THE SELECTION

Grand Prize: On Monday December 22 at approximately 10:00 am MST, one (1) entrant will be randomly selected to win the Grand Prize.

The selected entrant will be notified on Twitter, Instagram, or by email within approx. one (1) hour of the selection process. The selected entrant will have twelve (12) hours from the date of notification to contact the contest administrator. If a selected entrant does not contact the contest administration by the end of twelve (12) hours, or if the selected entrant does not meet all of the contest rules, another Entry may be selected, and the previously selected Entrant shall forfeit any rights to claim the Grand Prize. To win, the selected entrant must correctly answer, unaided, a time-limited mathematical skill-testing question to be administered by telephone or email at a pre-arranged mutually convenient time.

Before being declared a winner, the selected entrant must sign a standard Release form confirming compliance with the Contest Rules and releasing Hockey Canada and TELUS Corporation and their directors, officers, partnership interest holders, representatives, advertising and promotional agencies from any and all liability arising out of, pursuant to, or as a result of the carrying out of the contest including liability arising from the acceptance of and usage of the prizes as awarded. The selected entrant must also secure a model release from any adult appearing in the entrant's photo or, in the case of a minor, the minor's parent or guardian, and provide it to Hockey Canada. Failure to comply with the Contest Rules or to sign and return the Release form within twelve (12) hours will result in disqualification and another entry will be selected.

TELUS CORPORATION, its affiliated companies or subsidiaries, officers, directors, agents, employees, representatives, partners, principals, successors and assigns are in no manner acting as a ~~sponsor~~ **Contest Administrator**. By entering the contest entrants expressly understand, acknowledge and agree that such entities and persons will have no liability or responsibility for any claim arising in connection with participation in this contest or any prize awarded.

6. ENTRIES

All entries become the property of Hockey Canada. Hockey Canada assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website, for any problems or technical malfunction of any computer online systems, servers, access providers, computer equipment, software, failure of any email or entry to be received by Hockey Canada on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from this contest. Hockey Canada reserves the right, at its sole discretion, to change, cancel or suspend this contest should a virus, bug or other cause beyond the reasonable control of Hockey Canada and its advertising and promotional agencies corrupt the security or proper administration of the contest or for any other reason that interferes with the proper conduct of this contest. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with, or unlawful in any way. Entries submitted by unauthorized means or by spamming will be disqualified. In the event that it has been determined that an entry has been made in a manner not sanctioned by these rules and/or an entrant has submitted more than the number of entries permitted by these rules, the entrant and all of their entries will be disqualified. Entrants agree to abide by the Contest Rules, which are final. This contest is subject to all applicable laws and regulations.

7. PRIVACY

By entering the contest, an entrant consents to the use of their name, city of residence and image for publicity purposes in all media used by Hockey Canada without payment or other compensation. Entrants agree to Hockey Canada using the entrant's personal information as described in the Hockey Canada's Privacy Commitment located at www.hockeycanada.ca/en-ca/Corporate/About/Privacy-Policy.aspx

8. QUEBEC RESIDENTS

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 Régie only for the purpose of helping the parties reach a settlement.