2015 DESIGN A MASK CONTEST
(the "Contest")

OFFICIAL RULES AND REGULATIONS

Boston Pizza and Hockey Canada would like to borrow your creative skills to help design the goalie masks for Canada's National Junior Team. The winning hockey mask designs will each be worn by one of Canada's National Junior Team goaltenders during the 2016 IIHF World Junior Championship.

The Contest is intended for viewing and participation in Canada only by legal residents of Canada and shall be subject to and construed in accordance with the laws of Canada. **Please do not proceed if you do not satisfy these requirements at the time of entry. Entry into the Contest constitutes your acceptance to these Official Contest Rules and Regulations.**

1) **ADMINISTRATION:** The Contest is administered and operated by Boston Pizza International Inc. ("**BPI**" or the "**Contest Operator**"). The decisions of the Contest Operator are final and binding in all matters as they relate to the Contest, including without limitation eligibility and/or disqualification of entries.

2) **ELIGIBILITY:** There are two categories (each a "**Category**") within the Contest:

UNDER 13 CATEGORY: To be eligible to win any prize in "under 13" Category of the Contest, you must: (i) be less than 13 years of age on September 14, 2015; (ii) be a legal resident of Canada; and (iii) not be a member of the immediate families of an employee, contractor, agent or representative of the Contest Operator or any of its respective affiliates, agencies, prize suppliers, any franchisee of Boston Pizza Canada Limited Partnership ("**BPCLP**") or any of their respective shareholders, trustees, directors, officers, employees or agents with whom such employees contractors, agents and representatives are domiciled.

13 TO 18 CATEGORY: To be eligible to win any prize in "13 to 18" Category of the Contest, you must: (i) be at least 13 years of age and not be older than 18 years of age on September 14, 2015; (ii) be a legal resident of Canada; and (iii) not be a member of the immediate families of an employee, contractor, agent or representative of the Contest Operator or any of its respective affiliates, agencies, prize suppliers, any franchisee of BPCLP or any of their respective shareholders, trustees, directors, officers, employees or agents with whom such employees contractors, agents and representatives are domiciled.

For the purpose of the Contest, "immediate family" is defined as parent, spouse, sibling, child or any person residing in the same household or domiciled with any such employees or representatives.

3) **PRIZES:**

Grand Prize: There is one (1) grand prize to be won for each Category for a total of two (2) grand prizes, each consisting of one (1) trip for two (2) people to a 2017 IIHF World Junior Champion game to be held during December 26, 2016 to January 5, 2017 (location to be determined at a later date) (each, a "**Grand Prize**"). The Grand Prize includes: return economy airfare for the Grand Prize winner and one (1) traveling companion from the closest Canadian international airport to the Grand Prize winner's home to the 2017 IIHF World Junior Champion game; two (2) nights standard hotel accommodation (based on double occupancy at hotel selected by Contest Operator); airport transfers on arrival in the city where the 2017 IIHF World Junior Champion game is to be held to/from host hotel (exact dates to be determined by the Contest Operator); two (2) tickets to a 2017 IIHF World Junior Champion game to be held during December 26, 2016 to January 5, 2017 (the "**Game**"); $50 Boston Pizza gift card, a replica Team

Canada hockey jersey; and a replica hockey mask of the winning design entry. Dates of travel will be during the month of December 2016 or January 2017, exacts dates to be determined by the Contest Operator (subject to change by Contest Operator). Approximate retail value of the Grand Prize is CAD$2,000 (based on Saskatoon departure, may vary depending on city of departure). The Grand Prize is not transferable and not redeemable in any part for cash. Contest Operator reserves the right to adjust travel dates to accommodate airline schedules. All incidental costs and expenses not specifically referred to herein, including, without limitation, taxes, shall be the sole responsibility of the Grand Prize winner.

Secondary Prize: There is one (1) secondary prize to be won for each Category for a total of two (2) secondary prizes, each consisting of one Boston Pizza $100 gift card and a replica Hockey Canada jersey (each, a "**Secondary Prize**"). Approximate retail value of Secondary Prize is CAD$300. A Secondary Prize is not transferable and not redeemable in any part for cash.

4) **HOW TO ENTER:**

NO PURCHASE NECESSARY.

During September 14, 2015 through to November 1, 2015 (the "**Grand Prize Contest Period**") or during November 2, 2015 to January 15, 2016 (the "**Secondary Prize Contest Period**"), a contest colouring sheet maybe obtained from a server at a participating Boston Pizza restaurant, or entrants may download the entry form from the Hockey Canada website at http://www.hockeycanada.ca/DAM (for an English entry form) and http://www.hockeycanada.ca/DUM (for a French entry form). Entrants must be eligible to participate in a specific Category: (a) under 13, or (b) 13 to 18, and complete the colouring sheet without the assistance of other person(s). The mask design must contain the Hockey Canada logo and a Canadian theme. During the Grand Prize Contest Period or the Secondary Prize Contest Period, the completed original drawing may then be submitted to any server at the participating Boston Pizza restaurant or by mail to:

Attn: Bryan Swain
Hockey Canada
801 King Edward, Suite N204
Ottawa, Ontario
K1N 6N5

Each participating Boston Pizza restaurant will select one winning entry, from all entries received at that participating Boston Pizza restaurant, to be submitted to the Contest Operator's judging panel. Judging will be based on theme, creativity and artwork. Entries submitted during the Grand Prize Contest Period will be eligible to win one (1) of two (2) Grand Prizes to be chosen by the Contest Operator's judging panel on November 13, 2015. Entries submitted during the Secondary Prize Contest Period will be eligible to win one (1) of two (2) Secondary Prizes to be chosen by the Contest Operator's judging panel on January 29, 2016. The odds of being selected are dependent upon the total number of eligible entries for each Category received by all the participating Boston Pizza restaurants and the Contest Operator during the Grand Prize Contest Period or during the Secondary Prize Contest period, and the theme, creativity and artwork contained in each entry. The selected entrants will be contacted by telephone and/or email within one (1) week of being chosen as a winner of the Grand Prize or the Secondary Prize. If a selected entrant is unable to be contacted after three (3) attempts, he or she forfeits the Grand Prize or Secondary Prize and another entrant may, at the sole discretion of the Contest Operator, be selected.

5) **AWARDING OF PRIZES:**

To be declared a winner, each selected prospective winner must:

(a) have fully and legibly completed a contest colouring sheet containing an original design, his or her name, age, address and telephone number, and be eligible to win the Grand Prize or Secondary Prize pursuant to these Official Rules and Regulations;

(b) the winner's legal parent or guardian, must sign and return within a designated time period a Declaration and Waiver in a form prescribed by the Contest Operator, confirming his or her acceptance and compliance with these Official Rules and Regulations and releasing the Contest Operator, each of BPCLP's franchisees, and each of its respective employees, directors, officers, governors, shareholders, affiliates, representatives, parent companies, subsidiaries, professional advisors, and advertising and promotional agencies (collectively, the "**Released Parties**") from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, or any part of the Contest, including, without limitation, liability arising from the acceptance of and usage of the prizes as awarded, the administration of the Contest and the selection of any potential winners, with these Official Rules and Regulation, and a consent to the announcement of the winner's name and the use by the Contest Operator of the winner's name, address, photograph likeness, voice or statements for advertising and promotional purposes without any further compensation to the winner. Prizes claimed by those under the legal age of majority in their province of residence will be awarded in the name of their legal parent or guardian, who must sign the Declaration and Waiver, release and consent on their own behalf and on behalf of the minor;

(c) the winner's legal parent or guardian must correctly answer a mathematical skill-testing question without assistance; and

(d) **The Grand Prize and Secondary Prize must be accepted as awarded. Grand Prizes and Secondary Prizes are non-transferable and non-redeemable for cash.** The Grand Prize or Secondary Prize may not be substituted except by the Contest Operator, who reserves the right to substitute a prize or any portion of the Grand Prize or Secondary Prize with a prize of equal or greater value. By entering any part of the Contest, all entrants, should they win, agree to the use of their name, address (city only), photo, and/or image on videotape for publicity and promotional purposes without compensation. The Contest Operator reserves the right to disqualify any individual whom it finds in violation of these Official Rules and Regulations or tampering with the entry process. The Contest Operator reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. **Any attempt by anyone to deliberately undermine the legitimate operation of the Contest or any part of the Contest is in violation of criminal and civil laws and the Contest Operator reserves the right to seek damages or other legal remedy to the fullest extent permitted by law.**

6) **LIMITATION OF LIABILITY:** The Released Parties are not responsible for errors in the offer or administration of the Contest, or any part of the Contest, including but not limited to, errors in the advertising, these Official Rules and Regulations, the selection and announcement of the winners or the distribution of any prize. In addition, the Released Parties shall not be liable any damages caused or alleged to be caused by: (a) any entry, prize or other correspondence or data that is lost, stolen, late, garbled, distorted, delayed, damaged or misdirected for any reason; (b) for any failure, interruption, technical malfunction or delay; (c) any e-mail, text message or other communication sent or received to or from the Contest Operator or any of its agents or designees, for any reason; (d) for any incorrect, untimely or inaccurate information, whether caused by users or by equipment or programming errors associated with or utilized in any part of

the Contest; (d) for any technical or human error which may occur in the processing of any entry or entries in the Contest; (f) for problems with the function of any website or website feature (including, without limitation any features thereon), howsoever caused; (g) for the malfunction of, or damage caused to, any telephone network or lines, computer equipment, data, software, online systems, servers or access providers; (h) for any functionality lost due to not having cookies enabled; (i) for traffic congestion on the Internet; (j) for the security or privacy of information transmitted via telephone or computer networks; (k) for breaches of privacy due to interference by third party "hackers" or for any damage caused to or incurred by any entrant or any other person by reason of any such event or occurrence; or (l) for printing errors appearing in these Official Rules and Regulations or related Contest materials. The Contest Operator may terminate or withdraw the Contest without liability, at any time, at its sole discretion.

7) **VOID IF ALTERED:** Contest colouring sheets are void if illegible, altered or mutilated. All contest colouring sheets are the property of the Contest Operator and none shall be returned. The Contest Operator is not responsible for lost or late entries or entries that have been tampered with or are ineligible. All decisions of the Contest Operator shall be final and shall not be subject to appeal.

8) **SUBJECT TO APPLICABLE LAWS:** Each part of the Contest is subject to all applicable federal, provincial, municipal and local laws. The Contest Operator reserves the right to modify or terminate the Contest, or any portion thereof, at any time without notice to participants. The Contest is VOID WHERE PROHIBITED BY LAW.

9) **Privacy Statement:** Personal information collected during the administration of the Contest, or any part of the Contest, will only be used in conjunction with executing the terms of the Contest as described in these Official Rules and Regulations. By entering any part of the Contest, the Contest Operator and its parent companies, subsidiaries, affiliates and agencies, may collect and use the information you provide on the contest card, including your age and contact information, to qualify you for the Contest and to contact you and provide ongoing service regarding the same.

10) **RESIDENTS OF QUÉBEC:** 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.