

EOCF 50/50 Digital Trading Card Promotion 2025 (“Contest”)

OFFICIAL RULES

1. **SPONSOR:** This Contest is conducted and sponsored by Edmonton Oilers Community Foundation (the “Sponsor”).
2. **CONTEST SUMMARY:** This Contest entry period is held between March 5, 2026 and April 16, 2026 (the “Entry Period”). There are up to 45 redemption card prizes available to be won in this Contest, as described in paragraph 10 (the “Redemption Card Prizes”). Eligible Entrants shall have a chance to win a Redemption Card Prize in accordance with paragraph 7 below. The value of each of the Redemption Card Prizes ranges from approximately \$45.00 to \$500.00.
3. **ELIGIBILITY:** To be eligible, you must be at least 18 years of age, and located in Alberta at the time of qualifying purchase or when sending in the no purchase method manner of entry. You are not eligible if, during the Entry Period, you are an employee or partner of the Sponsor or a member of the immediate family (defined as mother, father, brother, sisters, sons, daughters and husband or wife, regardless of where they reside) or household of any of the above persons, their respective affiliates, agents, licensors, associates, representatives and advertising agencies. All decisions regarding eligibility to enter this Contest will be determined by the Sponsor in its sole discretion. This Contest is void where prohibited by law.
4. **NUMBER, APPROXIMATE VALUE OF PRIZES AND CHANCES OF WINNING:** There are a maximum of 50,000 promo codes (“Promo Codes”) to be obtained during the Entry Period and up to 45 Redemption Card Prizes available in this Contest. The Redemption Card Prizes are described in paragraph 10 below. The chances of winning the Redemption Card Prize will depend on the number of eligible entrants received in accordance with these rules during the Entry Period. The value of each of the Redemption Card Prizes ranges from approximately \$45.00 to \$500.00.
5. **CONTEST SCHEDULE:** This Contest entry period commences on March 5, 2026 and closes April 16, 2026 at 11:59 p.m. Mountain Time (the “Contest Closing Time”). Entries must be received by the Sponsor before the Contest Closing Time to be selected to win a Redemption Card Prize. **Note Contest entry period will close** April 16, 2026 at 11:59 p.m. Mountain Time or whenever 50,000 Promo Codes are redeemed, whichever occurs first.
6. **HOW TO ENTER:** No purchase is necessary to enter this Contest. A purchase does not increase the chances of winning. There are 2 methods to enter and no Entries will be accepted by any other means, including, but not limited to, regular postal mail:

Purchase Method

To enter via the purchase method, Eligible Entrants must purchase a minimum of \$100.00 in 50/50 raffle tickets in a single day of the Raffle for the Edmonton Oilers Community Foundation’s Oilers 50/50 Raffle during the Entry Period (an “Entry”), and enter the Promo Code received on the promotional confirmation email on The Upper Deck Company e-Pack website at www.upperdeckepack.com (the “Website”) before 11:59 p.m. Mountain Time on April 28, 2026 (the “Redemption Closing Time”). If purchasing in person at Rogers Place during Edmonton Oilers games, Eligible Entrants must purchase the minimum \$100.00 in 50/50 raffle tickets for the Edmonton Oilers Community Foundation’s Oilers 50/50 Raffle in a single day of the Raffle and must provide their email address to the seller at the time of the transaction in order to receive the promotional confirmation email. There is a limit of 1 Entry per person, per email address, per day of the Raffle for the purchase method of entry.

No Purchase Method

To enter via the no purchase method, Eligible Entrants must submit a photo of themselves in some Oilers wear and a minimum of 250 word essay about their first Edmonton Oilers experience or memory to 5050contest@edmontonoilers.com during the Entry Period (each an “Entry”), and enter the code received on the promotional confirmation email from the Sponsor on the Website before the Redemption Closing Time. There is a limit of 1 Entry per person via the no purchase method of entry.

Entries will only be accepted online. Illegible, incomplete, late or garbled Entry Forms will be disqualified. No Entry Forms will be accepted by any other means, including, but not limited to, regular postal mail.

Once submitted, Entry Forms become the sole property of the Sponsor and will not be returned. No mechanically reproduced or photocopied Entry Forms will be eligible for the Contest.

- 7. SELECTION DETAILS:** Eligible Entrants will receive a promotional confirmation email from the Sponsor that contains a Promo Code. Eligible Entrants must enter the Promo Code on the Website before the Redemption Closing Time. Promo Codes are randomly assigned to Eligible Entrants to a maximum of 50,000 Promo Code. 49,955 Promo Codes will entitle an Eligible Entrant to receive 1 Edmonton Oilers 50/50 promo card series digital card through the Website. 45 Promo Codes will entitle an Eligible Entrant to receive a Redemption Card Prize.

Should the Redemption Card Prize be unclaimed or not be redeemed prior to the Redemption Closing Time, or should the Selected Entrant be unwilling, unable or ineligible to win the Redemption Card Prize as set out in these Official Rules, the Redemption Card Prize will be forfeited.

Eligible Entrants must comply with these Official Rules. All determinations of the Eligible Entrants by the Sponsor are final and binding. No communication with Entrants will be entered into except with Eligible Entrants, except as otherwise stated in paragraph 20 herein. All matters related to the Contest and the verification of the eligibility of the Eligible Entrants shall be conducted by the Sponsor, or by persons designated by the Sponsor in its sole and absolute discretion. All decisions made by the Sponsor in this regard are final and binding and cannot be challenged.

- 8. HOW TO REDEEM:** If you receive a Promo Code that says you have won a Redemption Card Prize, follow the instructions on the redemption card by contacting the Sponsor at 5050contest@EdmontonOilers.com with your Promo Code and personal information. A representative from the Sponsor will reach out and verify your approved submission no later than May 15, 2026. No cash alternative will be made available. Your Promo Code will be locked from further use.

In the event of a dispute regarding the identity of the person submitting an entry to redeem the Redemption Card Prize, the Entry will be deemed submitted by the authorized account holder of the e-mail submitted at the time of Entry. The authorized account holder is the natural person who is assigned to the e-mail by the organization that is responsible for assigning the e-mail. Potential winners may be required to show proof of being the authorized account holder.

- 9. DECLARATION OF WINNERS:** The Selected Entrant will not be declared a Winner until:
- The Sponsor has determined that the Selected Entrant is an Eligible Entrant pursuant to these Official Rules;
 - The Selected Entrant correctly answers, without assistance of any kind, whether mechanical, electronic or otherwise, a skill testing question as set out in these Official Rules; and
 - The Selected Entrant executes a release and waiver.

- 10. PRIZES:** There will be 45 Redemption Card Prizes consisting of:

- 10 \$500.00 gift cards to ICE District Authentics
- 10 Oilers merchandise items autographed by an Edmonton Oilers player in the Sponsor's sole discretion
- 25 NHL Upper Deck Card Box Sets

There will be a maximum of 50,000 Promo Codes distributed during the Entry Period. 49,955 Promo Codes will entitle an Eligible Entrant to receive 1 Edmonton Oilers 50/50 promo card series digital card through the Website. 45 Promo Codes will entitle an Eligible Entrant to receive a Redemption Card Prize.

Due to player and team roster changes, issues and lead times associated with providing the Contest, it is possible to receive a Promo Code for a player no longer part of the Edmonton Oilers organization. If this occurs, Winners have the option to email 5050contest@edmontonoilers.com along with a screenshot of their Promo Code in order to receive a replacement Promo Code as a onetime customer service adjustment. Providing such adjustments are at the discretion of the Sponsor, and such Promo Code will come from the existing pool of 50,000 Promo Codes that remain available.

The Redemption Card Prize is not transferable and must be accepted as awarded with no substitutions, except at the Sponsor's sole discretion. Any income taxes and any other expenses not explicitly specified as part of the Redemption Card Prize in paragraph 10 herein, including without limitation transportation, parking, gratuities, entertainment, food and beverages, and other souvenirs and items, are each the Winner's sole responsibility. The Sponsor reserves the right to substitute a Prize of equivalent monetary value if it is unable to award the Redemption Card Prize as described. The Sponsor will not be responsible, however, if weather conditions, event cancellations, or other factors beyond the Sponsor's reasonable control prevent the Redemption Card Prize from being fulfilled. In any such event, the Winner will not be provided with a substitute prize or cash equivalent. The Redemption Card Prize will only be granted to the verified Winner.

- 11. SKILL TESTING QUESTION:** To win a Redemption Card Prize, the Selected Entrant must correctly answer, without assistance of any kind, whether mechanical, electronic or otherwise, a skill-testing question when notified by telephone or email by the Sponsor to obtain their Redemption Card Prize.
- 12. CONTEST MODIFICATION OR CANCELLATION:** The Sponsor is not responsible for any printing, distribution, production or other errors which may occur in the course of the conduct of the Contest including, without limitation, any typographical, printing or other errors in the Official Rules, in the Entry Form, or in or on any other materials relating to the Contest, and the Sponsor is not responsible for any errors or losses which may occur in respect to the Prize selection, or in respect to the receipt, transfer or storage of Entries. The Sponsor may rescind, cancel, amend or revoke the Contest, without liability, and in its sole discretion for any reason whatever. Without limiting the generality of the foregoing, the Sponsor reserves the right to cancel or modify the Contest and/or the Official Rules, in whole or part and without notice, if the Sponsor determines, in its sole and absolute discretion, that fraud or technical or other failures have threatened or destroyed the integrity of the Contest. If, for any reason, the Contest is not capable of running as planned, due to causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Contest.
- 13. PARTICIPATION:** Participation in this Contest constitutes an agreement by each participant to comply with these Official Rules.
- 14. DISQUALIFICATION:** The Sponsor reserves the right, in its sole discretion, to disqualify any Entrant or Selected Entrant it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Contest, or the Oilers website, www.edmontonoilers.com; (b) violating these Official Rules; or (c) violating the terms of service, conditions or use and/or general rules or guidelines of any website property or service. **CAUTION:** Any attempt by an Entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of Criminal or Civil laws.

If an Entrant or Selected Entrant is disqualified for any reason, another entry will be selected from the remaining eligible entries received as set out in these Official Rules. The Sponsor will contact those additional Selected Entrants by email.

- 15. RELEASE AND INDEMNIFICATION:** By entering the Contest, each Entrant: (a) releases and holds harmless the Sponsor, The Upper Deck Company, and their respective directors, officers, employees, parent companies, subsidiaries, licensors, affiliates, suppliers, sponsors and agents from any and all liability for injuries, loss or damage of any kind to persons, including death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in this Contest, or participation in any Prize-related activity; and (b) agrees to fully indemnify the Sponsor, The Upper Deck Company, and their respective directors, officers, employees, parent companies, subsidiaries, licensors, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the Contest or to the Prize including, without limitation, death, or personal or property damage or injury.
- 16. LIMITATION OF LIABILITY:** The Sponsor assumes no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected or incomplete Entries, notifications, responses, replies, or for any computer, online, telephone, hardware, software or technical malfunctions that may occur (including but not limited to malfunctions that may affect the transmission or non-transmission of an Entry). The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or used in the Contest or by any technical or human error which may occur in the processing of Entries. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. The Sponsor is not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Sponsor is not responsible for any injury or damage to Entrants or to any computer related to or resulting from participating or downloading materials in this Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest.
- 17. PUBLICITY RELEASE:** By entering this Contest and accepting the Prize, each Eligible Entrant whose Entry is selected hereby grants to the Sponsor, without further compensation, the unrestricted rights to publish, in the collective or individual

discretion of the Sponsor, the name, picture, portrait, likeness, voice and ideas of that Eligible Entrant for advertising and promotional purposes.

- 18. NO ENDORSEMENT:** Each Entrant acknowledges and agrees that the Contest is in no way sponsored, endorsed, or administered by The Upper Deck Company. By participating in the Contest, each Entrant fully and irrevocably releases The Upper Deck Company from any and all liability in connection with the Contest.
- 19. LAWS:** These are the official Contest rules. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. These Contest rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor.
- 20. CONSTRUCTION:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these Official Rules.
- 21. PRIVACY:** By entering the Contest, Entrant(s) agree to the Sponsor's use of Entrant(s) personal information for the purpose of administering this Contest and in accordance with the Privacy Policy at: www.edmontonoilers.com.