

CONTEST RULES
“[QUEBEC SMALL BUSINESS SPOTLIGHT]”

IMPORTANT: PLEASE READ THESE RULES (THE “**RULES**”) BEFORE ENTERING THE “[QUEBEC SMB SPOTLIGHT]” CONTEST (THE “**CONTEST**”) PRESENTED BY [CLUB DE HOCKEY CANADIEN, INC.] (THE “**ORGANIZER**”), IN COLLABORATION WITH INTERAC CORP. (THE “**PRIZE SPONSOR**”). BY ENTERING THIS CONTEST, ENTRANTS CONFIRM THAT THEY MEET ALL OF THE ELIGIBILITY REQUIREMENTS SET OUT BELOW AND THAT THEY AGREE TO ABIDE BY THESE RULES WITHOUT RESTRICTION AND TO BE BOUND BY ALL DECISIONS OF THE ORGANIZER, WHICH ARE FINAL AND WITHOUT APPEAL REGARDING ALL ASPECTS OF THE CONTEST.

1. CONTEST PERIOD

1.1. The Contest begins on the [January 22] at 9:00 AM (EST) and ends on the [February 19] at 9:00 AM (EST) (the “**Contest Period**”). The date and time of receipt of entries will determine their eligibility for the Contest.

2. ELIGIBILITY

2.1. The Contest is open to legal residents of the province of Quebec who have reached the age of majority in the province of Quebec at the time they enter the Contest and who nominate a small local business that complies with the following eligibility criteria:

- (a) Must be a registered business in the province of Quebec;
- (b) Must have less than 99 employees;
- (c) Must possess a company logo in digital format; and
- (d) Must not operate in a competitive business with the Organizer or Prize Sponsor.

2.2. Notwithstanding the foregoing, the Contest is not open to the employees, representatives and mandataries of the Organizer, the Prize Sponsor, their affiliates, subsidiaries, and associated companies, advertising and promotional agencies, promotional partners and suppliers of products or services related to the Contest, nor to any person domiciled with the aforementioned (whether related to the person or not) and any member of their immediate family (father, mother, brother(s), sister(s), children, legal or common-law spouse).

3. HOW TO PARTICIPATE

3.1. NO PURCHASE NECESSARY TO ENTER OR WIN.

3.2. To enter the Contest, entrants must, during the Contest Period, register for the Contest by completing the entry form accessible on the following website: [<https://www.nhl.com/canadiens/fans/contests/smb-interac>]. Entrants must register themselves and the small business they are nominating.

3.3. A limit of one (1) entry per person to the Contest is permitted.

3.4. No automated entry devices, robots and/or other programs or software are permitted to enter the Contest. The Organizer cannot be held responsible for any late, lost, misdirected, incomplete, or corrupt entries, which may be rejected and will not entitle the entrant to participate in the Contest.

4. PRIZES

4.1. There are [five] (5) Prizes available to be won (the “Prizes”). Both the confirmed winning entrants and their nominated small business will be selected as a duo to receive one (1) of the five (5) Prizes. Each prize (the “Prize”) includes the following:

For the winning entrant:

- One (1) pair of tickets to a Montreal Canadiens game in the section 100 of the Bell Centre in Montreal on a date selected by the Organizer from among the Eligible Dates (the “Designated Date”).
 - Value: 700\$
- One (1) Tricolore Sport gift card.
 - Value: 250\$

For the winning entrant’s nominated small local business:

- One (1) pair of tickets to a Montreal Canadiens game in the section 100 of the Bell Centre on the Designated Date.
 - Value: 600\$
- An activation area to promote their brand and engage with fans during the game on the Designated Date in section 320 of concourse of the Bell Centre. Important to note that the sale of products/services will not be permitted.
 - Value: 10 000\$
- Two (2) minutes of central scoreboard domination during the game at the Bell Centre on the Designated Date.
 - Value: 2 300\$
- Three (3) minutes of DED (Digitally Enhanced Dasherboard) visibility during an away game in March 2024, reaching Montreal Canadiens fans at home.
 - Value: 8 000\$
- 200,000 impressions for web banners on rotation on Canadiens.com and the Montreal Canadiens mobile application, during the month of March 2024, reaching the team’s highly-engaged digital community
 - Value: 5 200\$

4.2. The eligible dates of the tickets, activation opportunity and central scoreboard domination at the Bell Centre shall be one of March 12th, 14th, 28th,30th or April 2nd (“Eligible Dates”). The confirmed winners may not select the Eligible Date for their respective Prize but rather the Designated Dates will be selected randomly from among the Eligible Dates for each of the confirmed winners.

4.3. Each Prize has a total value of \$27,050.00 Canadian Dollars. Precisely, \$26,100.00 Canadian Dollars for the winning entrant’s nominated small business and \$950.00 Canadian Dollars for the winning entrant. The approximate retail value of the five (5) Prizes (the Prizes) is \$135,250.00 Canadian Dollars.

4.4. It is possible that the Prizes do not correspond to the photos/pictures used in advertising and promotional materials of the Contest, including, without limitation, advertisements on social media.

4.5. Any costs or expenses not specifically mentioned above as being included in a Prize will be the responsibility of the winner.

- 4.6. The Prizes cannot be transferred to another person, substituted for another prize, or replaced or exchanged for cash. The Prizes must be accepted "AS IS", WITHOUT WARRANTY OF ANY KIND, either express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Replacement of a Prize is permitted only at the Organizer's sole discretion. In the event that a Prize cannot be awarded in accordance with these Rules, the Organizer reserves the discretionary right to substitute such Prize with a prize of equal or greater approximate market value.
- 4.7. In no event shall the Organizer, the Prize Sponsor, their affiliates, subsidiaries, and associated companies, advertising and promotional agencies, promotional partners, suppliers of products or services related to the Contest, and their respective employees, officers, directors, agents, and representatives be required to award more prizes than indicated in these Rules or to award a Prize other than in accordance with these Rules.

5. SELECTION OF WINNERS

- 5.1. The potential winners will be selected by a random draw which will be made by the Organizer on [February 20], at 12:00 PM (EST), at the offices of the Organizer located at 1275 Saint-Antoine Street West, Montreal, Quebec, H3C 5L2, among all eligible individual entries received during the Contest Period.
- 5.2. The odds of winning depend on the number of eligible entries received during the Contest Period.
- 5.3. The randomly selected entrants and their nominated small businesses will be contacted by phone or email according to the information provided in their entry form. If the selected entrants or their small business cannot be reached within two (2) business days of the draw or if the Organizer determines, in its sole discretion, that the selected entrant or their small business does not meet all of the Contest conditions set out in these Rules, another draw will be held, and another entrant will be selected as a potential winner. This process will be repeated until an eligible winner is declared.
- 5.4. In order to be declared a winner and claim a Prize, each selected entrant and their nominated small business must comply with the following requirements:
 - (i) Sign the declaration and liability waiver form (the "**Declaration Form**") that the Organizer will send them by email and return the said Declaration Form to the Organizer within forty-eight (48) hours of receipt;
 - (ii) Correctly answer a mathematical skill-testing question;
 - (iii) Comply with all instructions contained in the email sent by the Organizer announcing that they have been selected in the random draw; and
 - (iv) Meet all requirements set out in these Rules.
- 5.5. Failure to comply with any of the above-mentioned conditions, or any other condition provided for herein, will result in disqualification of the selected entrant (and their small business) and a new draw will be held in accordance with these Rules in order to award the Prize. This process will be repeated until the Prize is awarded.
- 5.6. The Organizer reserves the right to require the winner to modify the name of the small business initially submitted.

5.7. The information provided by each selected entrant and their nominated small business, when contacted by the Organizer, must be complete and truthful.

6. CONFIDENTIALITY

6.1. Entrants' personal information is collected by the Organizer solely for the purpose of administering this Contest. Other informational or commercial communications from the Organizer and/or the Prize Sponsor may be received by the entrants if they agree to receive such communications by ticking the appropriate box while entering the Contest. By entering this Contest, entrants agree to the terms and conditions set forth in the Organizer's Privacy Policy. To obtain all information regarding the Organizer's policy on the protection of user privacy and personal information, please consult the following page: <https://www.nhl.com/canadiens/team/privacy-policy>. To obtain the Prize Sponsor's privacy policy, please consult the following page: [Privacy Policy - Interac](#).

7. LIMITATION OF LIABILITY

7.1. By entering or attempting to enter the Contest, any person releases and holds harmless the Organizer, the Prize Sponsor, the National Hockey League (NHL) and its member teams, the National Hockey League Players' Association (NHLPA), their affiliates, subsidiaries, and associated companies, advertising and promotional agencies, promotional partners, suppliers of products or services related to the Contest, and their respective employees, officers, directors, agents and representatives (collectively the "**Released Parties**") from any and all liability in connection with or arising out of the Contest, including, without limitation, in the event of any loss, damage, or injury related to the acceptance or use (or misuse) of the Prizes, the administration of the Contest or the selection of the winners.

7.2. Without limiting the generality of the foregoing and for greater certainty, the Released Parties shall not be liable for:

- (i) Any incorrect or inaccurate information, whether caused by the Contest website users or by any equipment or program utilized in connection with the Contest or associated with it, or by any human or technical error that may occur in the Contest entry process;
- (ii) Any error, omission, interruption, deletion, defect, or delay in the operation of the Contest website or any transmission in connection with the Contest;
- (iii) Any communication line failure, theft, destruction, or unauthorized access to, or alteration of, entries;
- (iv) Any problem, failure, or malfunction of any computer component, network, communication line, server, or software, any loss or lack of network communication, any technical problems or traffic congestion on the Internet or any website, any transmission that is faulty, incomplete, incomprehensible, or erased by any computer or network, or any other combination of the foregoing which may limit or prevent any person from entering the Contest;
- (v) Any damage to a third party's computer related to or resulting from entering, or downloading material for the Contest;
- (vi) Any injury, damage, harm, or loss arising out of the participation in the Contest or the awarding, acceptance, or use (or misuse) of a Prize.

7.3. The Released Parties shall not be held responsible if the Contest cannot be run as planned for any reason whatsoever, including, without limitation, infection by computer viruses, bugs, errors, tampering, unauthorized intervention, fraud,

technical failures, or any other causes that corrupt or affect the administration, security, equity, integrity, or proper conduct of the Contest.

8. USE OF PERSONAL INFORMATION

- 8.1. By entering the Contest, entrants consent to the collection, use and disclosure of their personal information by the Organizer for the purposes of administering the Contest, delivering the Prizes, and disclosing the winners. In addition, by entering the Contest, entrants confirm they comply with all the terms and conditions set forth in these Rules and consent to the disclosure, publication and use of their name, place of residence, photograph, likeness, voice and statement, without compensation or notice, for publicity, marketing and/or informational purposes in any media or format (including the Internet), for an indefinite period of time and without geographic limitation, in connection with this Contest or similar contests in the future, and agree to sign any document related to this undertaking or deemed necessary by the Organizer.

9. GENERAL CONDITIONS

- 9.1. **Decisions.** Any decision of the Organizer or its representatives relating to this Contest is final and without appeal.
- 9.2. **Ownership.** All entry forms, Declaration Forms, and other documents or materials sent to the Organizer in connection with the Contest (collectively the “**Entry Material**”) become the property of the Organizer upon submission and will not be returned to the entrants and/or the winners.
- 9.3. **Verification.** Entry Material is subject to verification by the Organizer. Any Entry Material which is incomplete, illegible, incomprehensible, mutilated, fraudulent, registered or transmitted late, bearing an invalid email address or telephone number, not including the correct answer to the mathematical skill-testing question or otherwise non-compliant will be void and will not entitle the entrant to participate in the Contest.
- 9.4. **Disqualification.** The Organizer reserves the right, at its sole discretion, to cancel one or more entries of a person or disqualify any person from this Contest and/or exclude such person from any future contest or promotion held by the Organizer if any such person participating in the Contest or attempting to participate in the Contest (i) fails to comply with any of the conditions set forth herein; (ii) enters or attempts to enter the Contest by using any means that is contrary to these Rules or that is unfair to the other entrants (for example: use of automated equipment to participate in this Contest, hacking, number of entries exceeding the permitted limit, etc.); or (iii) is suspected of having directly or indirectly tampered with the Contest or of having made a false declaration or (iv) whose entry is deemed by the Organizer to include inappropriate or offensive content or infringes or misappropriates any third party rights.
- 9.5. **Course of the Contest.** Any attempt by an entrant or any other individual to deliberately damage any component related to the Contest, including, without limitation, the Contest site, tamper with the entry process or undermine the legitimate operation of the Contest is a violation of criminal and civil laws. Should such an attempt be made, the Organizer reserves the right to reject any entry of such person, to refer such person to the appropriate legal authorities and to seek remedies and damages to the fullest extent permitted by the applicable laws.

- 9.6. **Entrant identification.** For the purposes of these Rules, the entrant is the person whose contact information appears on the entry form and the small business is the business nominated by the entrant. The Organizer reserves the right to require identification before awarding a Prize.
- 9.7. **Operation of the website.** The Organizer does not guarantee in any way that the Contest website or any site linked to it will be accessible or functional without interruption during the Contest Period or that it will be error-free.
- 9.8. **Modification of the Contest.** The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend, in whole or in part, the Contest at any time if an event or human intervention occurs that could alter or influence the administration, security, impartiality or conduct of the Contest as contemplated by these Rules.
- 9.9. **End of participation to the Contest.** In the event that the computer system is unable to record all entries in the Contest during the Contest Period, for any reason whatsoever, or if participation in the Contest should be terminated, in whole or in part, before the end date provided for in these Rules, the draw may be made, at the discretion of the Organizer, from among entries duly registered during the Contest Period or, where applicable, until the date of the event that terminated participation in the Contest.
- 9.10. **Communication with entrants.** No communication or correspondence will be exchanged with entrants except as provided for in these Rules or in connection with the administration of the Contest, at the initiative of the Organizer, unless entrants have otherwise consented.
- 9.11. **Divisibility of paragraphs.** If any section of these Rules is declared or held by a court of competent jurisdiction to be illegal, unenforceable or invalid, then that section shall be deemed void, but all other unaffected sections shall be enforced to the fullest extent permitted by law.
- 9.12. **Language.** In the event of a discrepancy between the French and English versions of these Rules, if an English version is available, the French version shall prevail.
- 9.13. **Gender.** The masculine gender is used without discrimination, for conciseness purposes only.
- 9.14. **Applicable Laws.** The Contest is governed and construed exclusively in accordance with the laws of the province of Quebec, without regard to the provisions relating to conflicts of laws.