

OFFICIAL RULES

#MySensMemories CONTEST

ELIGIBILITY

1. The #MySensMemories contest (the “**Contest**”) is sponsored by Capital Sports & Entertainment Inc. (the “**Sponsor**”, owner of the Ottawa Senators Hockey Club) and is open to all legal residents of Canada who have reached the age of majority in the province in which they reside at the time of entry.
2. Entrants are not eligible to participate in the Contest if they are:
 - a) employees, agents or representatives of the Sponsor, Capital Sports Properties Inc. (owner of the Canadian Tire Centre), any business operating within Canadian Tire Centre, or their respective agents, affiliates, subsidiaries, related companies, sponsors, advertising or promotional agencies, or assignees; or
 - b) a member of the household and/or immediate family of any of the above parties. For the purpose of the Official Rules, “immediate family” means husband, wife, spouse, mother, father, brother, sister, son and/or daughter, whether or not they reside in the same household.
3. The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof within a reasonable period of time may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purpose of this Contest must be truthful, complete, accurate and in no way misleading. The Sponsor reserves the right to disqualify any entrant in its sole discretion, should any entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

HOW TO ENTER

4. The Contest begins on November 2, 2016 at 12:00 pm and ends on March 30, 2017 at 11:59 am (the “**Contest Period**”). Eastern Daylight Time (“**EDT**”) shall be the governing time zone under these Official Rules from November 2, 2016 until November 5, 2016 and from March 12, 2017 until March 31, 2017. Eastern Standard Time (“**EST**”) shall be the governing time zone under these Official Rules from November 7, 2016 until March 17, 2017.
5. NO PURCHASE NECESSARY. There are two methods of entry for the Contest which are both described below. No entries will be accepted by any other means.
 - (a) **CONTEST WEBSITE** - To enter using the Contest Website, use your web browser to go to www.ottawasenators.com/mysensmemories (the “**Contest Website**”) during the Contest Period in order to access, complete, and submit the Contest entry form making sure to include a description of your favourite Ottawa Senators memory from the past 25 years (a “**My Sens Memory**”) in the space provided (maximum of 250 words). Each entrant may also choose to upload one of his/her personal photographs depicting his/her selected My Sens Memory when submitting the entry form.

OR:
 - (b) **SOCIAL MEDIA** - To enter using social media:
 - i. Use your web browser to go to www.twitter.com, www.facebook.com, or www.instagram.com and login to your account (or sign up for a free account following the registration instructions on the respective sites). Sign up to follow the Ottawa Senators Hockey Club’s (the “**Ottawa Senators**”) Official Twitter Feed (@Senators), Facebook Page (www.facebook.com/ottawasenators), or Instagram Account (www.instagram.com/senators) to receive announcements regarding the Contest and entries.

Entrants may discontinue following the Ottawa Senators after the completion of the notification, eligibility verification and Prize fulfillment procedures outlined in these Official Rules.
 - ii. During the Contest Period, login to your Twitter, Facebook or Instagram account and post/tweet a description of your My Sens Memories and/or a personal photograph depicting your selected My Sens Memories, making sure to include the hashtag #MySensMemories.
6. The Sponsor may, in its sole discretion, elect to use, in whole or in part, any My Sens Memories description and/or photographs submitted as part of this Contest for its own future advertising and/or promotional activities, without notice or compensation, and any

entrant submitting such materials forfeits any further copyright or similar claims to same. Each entrant warrants to the Sponsor that his/her My Sens Memories description and/or photograph do not contravene or infringe on anyone else's copyright or other intellectual property. Each My Sens Memories description and/or photograph submitted must meet all of the following requirements:

- a) Must be an original work created by the entrant;
- b) Must be suitable for family audiences and for display and publication on a national level, as determined in the sole discretion of the Sponsor. Without limiting the generality of the foregoing, My Sens Memories descriptions and photographs must not contain or describe any content that is (i) unlawful, (ii) political in nature, (iii) profane, sexually explicit, harmful, threatening, abusive, harassing, tortuous, defamatory, vulgar, obscene, libellous or (iv) is hateful, discriminatory or otherwise offensive;
- c) Prior to submitting/posting any photographs that depict a person who is under the age of majority in his/her Province or Territory of residence, express prior written permission from the minor's parent or legal guardian must be obtained by an entrant;
- d) Must be consistent with the Sponsor's corporate image; and
- e) Must comply with these Official Rules.

The Sponsor reserves the right at any time, in its sole discretion, to disqualify any entry that it determines does not comply with the criteria stated above or with these Official Rules generally. By submitting an entry in this Contest, each entrant agrees to indemnify and hold harmless the Contest Parties from and against any claim, or liability arising from or related to the submission of his/her My Sens Memory description and/or photograph in this Contest.

7. Entries are limited to one (1) entry per person, per day regardless of method of entry. All entries must be submitted during the Contest Period. The sole determinant of time for the purposes of receipt of a valid entry shall be the Sponsor's server machines. In the case of multiple entries received on the same day, only the first entry will be considered. Use of any automated, script, macro, robotic, or other program(s) to enter or otherwise participate in this Contest is prohibited and will result in disqualification. Any attempt by an entrant to obtain more entries by using multiple Twitter, Facebook, Instagram or email accounts is prohibited and will result in disqualification. All entries become the sole property of the Sponsor and none will be returned for any reason. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, falsified, altered, garbled, mechanically or electronically reproduced, or tampered with in any way.

Entries received through the Contest Website shall be deemed to be submitted by the authorized account holder of the email address associated with the entry. For the purpose of the Official Rules, "authorized account holder" of an email address means the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address. Entries received through social media channels shall be deemed to be submitted by the authorized account holder of the Twitter, Facebook, or Instagram account associated with the entry. Each potential winner may be required to provide the Sponsor with proof that he/she is the authorized account holder of the Twitter, Facebook, Instagram, or email account associated with the winning entry.

PRIZES

8. There are five (5) prizes in total (each a "Prize", collectively the "Prizes") to be awarded to Contest winners (each a "Winner", collectively the "Winners") through a series of random draws as described in section 11 below. The Prizes are summarized in the chart found in section 11 below and the approximate retail value of each Prize is given inclusive of applicable taxes and fees. The odds of winning depend upon the number of eligible entries received prior to the deadline for each draw. Each entrant will be eligible to win one (1) prize throughout the contest period.
 9. Each Prize must be accepted as awarded (including but not limited to compliance with any and all scheduling requirements) and cannot be transferred, assigned, sold, substituted or redeemed for cash, except that the Sponsor, in its sole discretion, reserve the right to substitute a prize of equal or greater value if a Prize cannot be awarded as described due to unavailability for any reason. In the event that a Prize consists of or includes attendance at an event that is cancelled, delayed or rescheduled for any reason whatsoever, a substitute prize or cash equivalent will not be provided. Winners and their guests are responsible for any transportation, parking, accommodation, food and beverage expenses as well as all taxes, gratuities and other incidental costs pertaining to their respective Prizes.
 10. Each Winner will be directed as to how to claim his/her Prize after he/she has been successfully contacted and notified of the Prize, has complied with the Official Rules, and has signed and returned the Contest Release (described below). Prizes will be delivered within a reasonable period of time.
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RANDOM DRAWS

11. On each of the draw dates (each a “**Draw Date**”, collectively the “**Draw Dates**”) set out below at 12:00 p.m. at Canadian Tire Centre in Ottawa, Ontario, one (1) eligible entrant will be selected by random draw from all eligible entries received (through both the Contest Website and through the Social Media channels described in paragraph 5(b) above) by the respective Draw Date’s deadline to enter (as set out in the chart below) to become the Winner of the respective Draw Date’s Prize. The pool of eligible entries for this Contest shall be cumulative. By way of example, any eligible entries not selected on November 18, 2016, the date of the first draw, shall remain in the pool of eligible entries for the December 16, 2016, draw and so on. The Sponsor will continue to add entries to the pool of eligible entries for remaining Prizes provided such entries are received prior to the end of the Contest Period. If an eligible entry is received after a respective Draw Date’s deadline to enter (as set out in the chart below) it will be added to the pool for the next Draw Date.

Prize Name	Prize Details	Deadline to Enter	Draw Date	Prize value (CDN \$)
\$500 Gift Card	One (1) five-hundred (\$500) gift card. Valid for Ottawa Senators tickets, The Sens Store locations, and at select restaurants, concessions and merchandise outlets at Canadian Tire Centre. Gift card may not be used at cash-only locations within Canadian Tire Centre such as free-standing kiosks for merchandise/concessions, food and beverage/merchandise hawkers, and parking lots.	November 17, 2016 at 11:59 p.m.	November 18, 2016	\$500
Replica Alfredsson Jersey	One (1) replica 1996 Daniel Alfredsson jersey (size and colour to be determined by the Sponsor).	December 15, 2016 at 11:59 p.m.	December 16, 2016	\$350
Home and Away Jerseys	Two (2) personalized replica Ottawa Senators jerseys (Home jersey - RED, Away jersey - WHITE) (size to be determined by the Sponsor)	January, 19, 2017 at 11:59 p.m.	January 20, 2017	\$250
Ice Level Club Package	Two (2) tickets to an upcoming Ottawa Senators game (to be selected by the Sponsor) in the Ice Level Lounge. Includes dinner and non-alcoholic beverages.	February 16, 2017 at 11:59 p.m.	February 17, 2017	\$250
Fan Appreciation Night Package	Four (4) 100-level tickets to the April 8, 2017 Ottawa Senators vs. New York Rangers game. One (1) participating spot in the “Jerseys Off Our Backs” promotion post-game.	March 30, 2017 at 11:59 p.m.	March 31, 2017	\$550

Each selected eligible entrant will be notified via email (for entries received through the Contest Website) or via direct message to the social media account associated with the winning tweet/post (for entries received through the specified Social Media channels). Each selected eligible entrant will have forty-eight (48) hours from the time of the email / direct message to respond and claim his/her Prize. If a selected eligible entrant fails to respond within forty-eight (48) hours, does not meet all of the Contest entry requirements, or refuses to sign and return the Contest Release, he/she will be disqualified and the Sponsors shall be entitled to award the Prize to an alternate eligible entrant. The Sponsors are not responsible, whether as a result of human error or otherwise, for any selected eligible entrant’s failure to receive notification.

SKILL TESTING QUESTION

12. In order to be eligible to win a Prize, selected eligible entrants shall be required to correctly answer a time-limited, mathematical skill-testing question, without assistance of any kind, whether mechanical, electronic or otherwise. Selected eligible entrants may be required to swear an affidavit indicating compliance with this section. The skill-testing question will be administered by telephone.

CONDITIONS OF PARTICIPATION

13. By participating in this Contest, entrant agrees:
- a) to be bound by the Official Rules;
 - b) to be bound by the decisions of the Sponsor, which shall be final and binding in all respects; and
 - c) to sign and return a publicity release and release of liability (the “**Contest Release**”) which confirms, among other things, that the entrant: (i) releases and holds harmless, to the full extent of the law, Capital Sports & Entertainment Inc., Capital Sports Properties Inc., Aramark Entertainment Services (Canada), Inc., the National Hockey League (“**NHL**”), the NHL Member Clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., the NHLPA and current and former players, and each of their respective affiliates, parents, and related entities, as well as the owners, governors, officers, directors, partners, partnerships, principals, employees, agents, representatives, volunteers, sponsors, promoters, and advertisers of all the foregoing (the “**Contest Parties**”) from any and all liability arising out of or in any way connected to his or her participation in the Contest, participation in any Contest-related activity, the acceptance, use or misuse of the Prize or any portion thereof, the use of personal information described herein and the use of merchandise purchased as a result of winning the Prize, including but not limited to costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (ii) grants to the Sponsor and/or its agents the unrestricted right to produce, reproduce, publish, broadcast, communicate, exhibit, distribute, adapt and otherwise use or re-use the entrant’s city/province of residence, statements, endorsements, biography, name, voice, and likeness as well as Facebook, Twitter and Instagram posts, tweets, My Sens Memories descriptions, and photographs for advertising and/or publicity purposes without compensation, other than the value of the Prize offered, in any and all media, now known or hereafter devised. This release and indemnity shall continue in force following the termination of the Contest and/or the awarding of the Prizes.

PUBLICITY RELEASE AND RELEASE OF LIABILITY

14. The executed Contest Release must be returned within three (3) business days of the date of receipt by a selected eligible entrant or such selected eligible entrant shall be disqualified and his/her Prize forfeited.

LIMITATION OF LIABILITY

15. The Sponsor is not responsible or liable for late, lost, incomplete, illegible, misdirected, stolen, delayed, damaged or destroyed entries, notifications, replies or any Contest Release; for lost, interrupted, inaccessible or unavailable networks, servers, Internet Service Providers, websites or other connection, related to the Contest; for errors of any kind, including but not limited to human, electronic, mechanical and/or technical in nature; for failure or technical malfunction of any telephone network or lines, computer and online systems, servers, computer equipment, software, e-mail, players, or browsers on account of technical problems or traffic congestion on the Internet, any websites related to the Contest, or any combination thereof or otherwise; for any injury or damage to entrant, entrant’s computer, or any other person’s computer related to or resulting from participating in or downloading material in connection with the Contest; for incorrect or inaccurate information; and/or for weather conditions, event cancellations, delay or rescheduling or other factors beyond the Sponsor’s control.

DISQUALIFICATION

16. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant who is (i) found to be tampering with the entry process or with the operation and administration of the Contest; (ii) acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest; (iii) or in violation of the Official Rules. The Sponsor reserves the right to seek damages and other remedies from any such entrant to the fullest extent permitted by law, including but not limited to criminal prosecution.
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USE OF PERSONAL INFORMATION

17. By participating in the Contest, the entrant consents to the collection, use and disclosure of his/her personal information by the Sponsor for the purpose of administering the Contest, awarding the Prize, announcing the Winners, and for any promotional, advertising or publicity purposes relating to the Contest or any similar future promotions. Personal information collected in connection with the Contest will be used by the Sponsor in accordance with the Sponsor's privacy policy available at: www.ottawasenators.com.

INTELLECTUAL PROPERTY

18. All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned or used under licence by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

GOVERNING LAW

19. The Contest is subject to applicable federal, provincial and municipal laws and regulations and is void where prohibited by law. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The decisions of the Sponsor with respect to all aspects of the Contest are final and binding.
20. Subject to the jurisdiction of the Régie des alcools, des courses et des jeux in Quebec, the Sponsor reserves the right, in its sole discretion, to terminate the Contest, in whole or in part, or modify, amend or suspend the Contest and/or the Official Rules in any way at any time for any reason without prior notice or compensation.

QUEBEC RESIDENTS

21. 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 board only for the purpose of helping the parties reach a settlement. In the event that there is a discrepancy or inconsistency between the English language version and the French language version of the Official Rules, the English version shall prevail, govern and control.

DISCREPANCIES

22. In the event of any discrepancy or inconsistency between the terms and conditions of the Official Rules and disclosures or other statements contained in any Contest-related materials or advertising, the terms and conditions of the Official Rules shall prevail, govern and control.

FACEBOOK / TWITTER / INSTAGRAM

23. The Contest is in no way sponsored, endorsed, or administered by, or associated with Facebook, Inc., or Twitter, Inc. You understand that you are providing your information to the Sponsor and not to Facebook, Inc. or Twitter, Inc. The information you provide will only be used for the administration of this Contest and in accordance with the Sponsor's privacy policy (see above). Facebook, Inc. and Twitter, Inc. are completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not to Facebook, Twitter, or Instagram. You may only use one (1) Facebook account, one (1) Twitter account, or one (1) Instagram account to participate in this Contest.

OFFICIAL RULES

24. These Official Rules will be available at the Ottawa Senators Reception Desk (Gate #2) located at Canadian Tire Centre, 1000 Palladium Drive, Ottawa, Ontario, K2V 1A5 and online at www.ottawasenators.com.
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