

UNDER ARMOUR STORM THE CENTRE MONTREAL COMPETITION
TERMS AND CONDITIONS

1. NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

2. **Sponsors:** The Under Armour Storm the Centre Competition (the "Competition") is promoted by Under Armour Canada, 215 Shields Court, Suite 1, Markham, ON L3R 8V2 and Le Club du Hockey Canadien Inc., 1909, avenue des Canadiens-de-Montréal Montreal, QC,CANADA H3C 5L2 (the "Sponsors").

3. **Eligibility:** Competition is open only to Bantam-aged hockey teams (each a "Team"). All boys and girls city and high school hockey teams whose players were born between January 1, 2002 and December 31, 2003 and whose Team's home arena is located in the province of Quebec (complete list of eligible postal codes to be displayed at canadiens.com/stormthecentre) are eligible.

There will be two divisions:

- A. Under Armour Division: This division will include AAA, AA, BB, CC, and high school teams.
- B. Montreal Canadiens Division: This division will include A, B, and C teams.

Registration to enter the Competition may only be submitted by an individual who is the age of majority and authorized to act on behalf of the Team (each an "Entrant"). Sponsors will accept the Team's registration upon (a) Sponsors' receipt of all completed team information fields by the Entrant (the "Team Authorization"), authorizing the Team's participation in the Competition; (b) confirmation to Sponsors' reasonable satisfaction that the Team information has been provided by an authorized representative of the Team; and (c) receipt by Sponsors of Consents, Releases and Waivers of the parent or legal guardians of all Team members related to entry and participation in the Competition. Participation constitutes the full and unconditional agreement of individual participants, the parents/legal guardians of individual participants and the Team to these Terms and Conditions and Sponsors' decisions, which are final and binding in all matters related to the Competition, subject to the approval of the Régie des alcools des courses et des jeux du Québec, if required.

Employees of the Sponsors, le Club de hockey Canadien (CHC), the National Hockey League ("NHL") and its Member Teams, NHL Enterprises Canada L.P and each of their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (altogether the "Released Parties") as well as the immediate family (spouse, parents, siblings and children) and household members of each such employees are not eligible to enter the Competition.

The Competition is subject at all times to all applicable laws within the Province of Quebec.

Registration period for the Competition will begin at 12:00a.m. (ET) on October 1, 2016 and ends at 12:00a.m. (ET) on November 11, 2016. The Competition ends on or about December 13, 2016.

4. **Registration:** To register a Team for the Competition, go to Canadiens.com/stormthecentre (the "Website") and follow the directions to complete team contact and authorization information. Each Team that meets the conditions set out in section 3 above will be assigned a web page (the "Storm the Centre Page").

5. **The Competition:** In order to compete in the Competition, Teams will compete in challenges assigned by the Sponsors and will be required to upload content showing the Team's completion of the challenge to their assigned Storm the Centre Page. Teams will be alerted to Pre-Registration and Period 1 challenges via e-mail entered at time of registration and the individual challenges will be available online at Canadiens.com/stormthecentre/challenges. Each Team will receive points for completing the challenges depending on the level of creativity and enthusiasm of the Team and the quality of the content uploaded to that Team's Storm the Centre Page as judged by the Sponsors. In addition, Teams can earn points through Supporters Challenges (See Supporters Challenges details as described in section 8.)

Uploaded content must conform to the restrictions set out in Section 6 below. The Sponsors will determine, in its sole discretion, whether content uploaded to the Team's Storm the Centre Page qualifies for the points listed on the Website.

6. **Competition Content Restrictions:** Content uploaded by the Team must conform to the following content restrictions:

- a) The content must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- b) The content must not disparage Sponsors, CHC, the NHL and its Members Teams, NHL Enterprises Canada LP or any other person or party affiliated with the Competition and administration of the Competition;
- c) The content must not contain brand names or trademarks (other than those of Sponsors or CHC) or any team logos;
- d) The content must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- e) The content must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- f) The content must not contain material that is illegal in any jurisdiction where the content is created and Sponsors reserve the right to forward any content containing illegal conduct to the appropriate authorities.
- g) Must only contain individuals who have signed, or whose parent or legal guardian has signed, a consent, release and waiver form, as per section 3 above.

Sponsors may delete or modify any uploaded content that, in Sponsors' opinion, violates the above content restrictions. The Team who uploaded the content is solely responsible for ensuring that all Content complies with the rules of their league.

7. **Judging Criteria:** The judging criteria (set forth below) and winner advancement/determination will be applied in the sole discretion of Sponsors.

The advancing Teams for each period will be selected by a panel of judges comprised of representatives from Sponsors:

- (a) First Period (from 12:00a.m. (ET) October 1, 2016 to 12:00a.m. (ET) November 11, 2016) Challenges include: executing series of on-ice and off-ice tasks, video uploads, photo uploads, social media outreach, and demonstration of Team devotion to Sponsors. Each challenge has a possible pre-determined set of points that a Team can earn for that challenge. Points will be awarded based on the level of enthusiasm and creativity displayed. At the conclusion of the First Period, five (5) teams with the most points in their division will advance to Second Period, including five (5) Teams from the “Under Armour Division”, bantam-aged level AAA, AA, BB, CC and high school; and five (5) Teams from the “Canadiens Division”, level A, B and C. Teams must score at least 1,000 points to be eligible to advance to Second Period. If less than five (5) teams in a single division meet this criteria, teams from the other division with 1,000 or more points will be considered eligible to advance to Second Period. Ten (10) teams total will advance. Ties will be resolved through a Tie breaker Challenge to be established at the sole discretion of the Sponsors.
- (b) Second Period: Skills Gauntlet on or about December 3, 2016: The Sponsors will contact the Teams advancing to the Second Period on or about November 14, 2016 via email and will also post the necessary information on the Website. On or about December 3 2016, all of the players from the Teams that advanced from the First Period will face off and compete in a skills competition against the other Teams in their own division, as created and determined by Sponsors. The skills competition will be designed to test ice hockey skills. Judging criteria will vary depending on the drill or skill tested. The top Team from each division (two [2] teams total) will be eligible to participate in the Third Period (defined in subsection (c) and Section 9 below).
- (c) Third Period: Armour Cup Day on or about December 13, 2016: The top Team from each division will participate in the Armour Cup game (defined in Section 9 below).

Dates and locations are in the sole discretion of the Sponsors and subject to change at any time.

8. **Supporters Challenge or the “Pack the Stands Challenge”:** Each Team’s Storm the Centre Page will be available for public viewing and the public will have the ability to earn points for Teams during the First Period of the Contest. Each Team will be asked to create a team hashtag during the First Period. The Pack the Stands Challenge allows Teams to earn more points by supporters “pledging their support” of the team by signing up for the team’s newsletter or sharing their team’s page on Facebook or Twitter. For every supporter, the team will earn 100 points.

9. **Prizing:** A range of prizing will be distributed for each period of the Competition as set forth below. A leaderboard will be displayed at Canadiens.com/stormthecentre.

First Period Prizes: (Total value \$7,200.00 CAD)

- Two (2) Teams who completed five (5) challenges (as outlined and explained on the Website) before October 13, 2016 12:00am (ET) will win Montreal Canadiens tickets

(maximum of 25 tickets total) for their entire Team to attend a 2016-2017 regular season Montreal Canadiens game at the Bell Centre on the date of the Sponsors' choosing (approximate total retail value: \$4,500.00 CAD total). Teams will be selected by random draw amongst all Teams who completed five (5) challenges before October 13, 2016 12:00am (ET). The two (2) winning Teams selected will be notified on or about October 14, 2016. Travel expenses to attend the game are the Team's responsibility.

- For the duration of the First Period (approximately 6 weeks), one (1) Team per week will be featured on the Website as "The Team of the Week." The Team of the Week will be selected based on the creativity and enthusiasm displayed in the uploaded content. The six (6) Teams deemed as the "Team of the Week" will receive eighteen (18) Storm the Centre t-shirts (approximate retail value: \$25.00 CAD each; \$2,700 CAD total) Teams cannot be the Team of the Week more than once (1 time) during the Competition.

Second Period Prizes: (Total value \$9,600.00 CAD)

- The top ten (10) Teams advancing to the Second Period will each receive one (1) banner to hang in their home arena, stating that they are Finalists in the "Storm the Centre" Competition (approximate retail value: \$60.00 CAD each; \$600.00 CAD total)
- Each of the 18 players from the top ten (10) Teams advancing to the Second Period will receive one (1) piece of Under Armour Baselayer product (Approximate retail value: \$50.00 CAD each; \$9,000.00 CAD total)

Third Period Prizes: (Total value \$6,225.00 CAD)

- All 18 players on the top two (2) Teams advancing from Second Period will win the Ultimate Prize of a game-day experience at Bell Centre or Bell Sports Complex for Hockey Excellence. The Ultimate Prize consists of:
 - Morning skate with Montreal Canadiens personnel at Bell Centre or Bell Sports Complex for Hockey Excellence (specific personnel and location to be determined by CHC in its sole discretion);
 - Off-ice training with a Montreal Canadiens fitness instructor (specific personnel to be determined by CHC in its sole discretion);
 - Video room session with Montreal Canadiens personnel (specific personnel to be determined by CHC in its sole discretion);
 - One (1) pre-game meal for the Team at Bell Centre and one (1) nutrition training session with CHC's culinary director;
 - Full 3-period game with referees, sound, video, and video capture;
 - Under Armour apparel (specific apparel to be determined by Sponsors in its sole discretion) (Retail value: \$50.00 CAD each; \$1,800.00 CAD total); and
 - Two (2) Armour Cup Trophies, one (1) for each team participating in the Armour Cup .
 - Montreal Canadiens tickets for their entire Team (25 tickets total per team) to attend a 2016-2017 regular season Montreal Canadiens game at The Bell Centre on the date of the Sponsors' choosing (approximate retail value: \$4,425.00 CAD total). Players will be accompanied by Team supervisors.
 - Activities may not all be on the same date.

Note: Dates and details of Ultimate Prize execution to be determined by Sponsors and CHC in their sole discretion.

The approximate retail value of all prizes throughout the duration of the competition: \$23,025.00 CAD total.

Before being awarded any of the prizes or being permitted to participate in the Ultimate Prize, all members of the winning Teams, or, in the case of players, parents/legal guardians of the players, must provide the Sponsors with a Declaration of Compliance with the Competition rules and a Release of Liability releasing the Released Parties from any and all liability in connection with: (a) participation in the Competition; (b) the acceptance and use of any prizes awarded in the Competition; and (c) the administration of the Competition by the Sponsors, including (without limitation) the selection of prize winners or the distribution of prizes awarded in this Competition.

Prizes are non-transferable and have no cash value. No substitution will be made, except, in case of the unavailability of the prize or a prize component, Sponsors reserve the right to award a prize of equal or greater value. If a Team cannot accept the prize as stated, the prize will be forfeited and the Sponsors reserve the right, in its sole discretion, to award such prize to an alternate Team or not to award the unclaimed prize. Sponsors shall have no responsibility or obligation to the winning Team or potential winning Team that is unable or unavailable to accept or utilize the prize as described herein.

All incidental costs and expenses not specifically included in the description of the Competition or any Prize, including, without limitation, Team transportation to and from Bell Centre and/or Bell Sports Complex for Hockey Excellence, hockey equipment, food and beverages, incidental and personal expenses, souvenirs and items of a personal nature are the sole responsibility of the competing Teams and their respective participants and coaches.

10. **Release:** By participating in the Competition, Entrants and parents/legal guardians of all Team participants agree to release and hold harmless, to the extent permitted by law, the Released Parties from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, loss of athletic eligibility (see section 17 in this regard), arising out of participation in the Competition or receipt or use or misuse of any prize.

11. **Use of Image/Publicity:** Participation in the Competition constitutes permission for the Sponsors and the Released Parties to use any Team and/or participants' names and likenesses for display on canadiens.com/stormthecentre as well as for advertising and promotional purposes without compensation except to the extent prohibited by law. By registering a Team and participating in the Competition, except to the extent prohibited by law, each Entrant/Team/Participant hereby expressly grants to the Sponsors and the Released Parties an irrevocable, royalty-free, worldwide license in perpetuity to reproduce, distribute, adapt, modify, publicly perform, and display the Team's/Participant's uploaded content, and otherwise use and exploit all or any part of the Team's/Participant's uploaded content entry by any method (now existing or later developed) for any purpose whatsoever including, but not limited to hosting and displaying the content on Sponsors' or the Released Parties' websites in conjunction with the promotion of Sponsors' or the Released Parties' products.

By submitting a photo, video or any other content by way of an entry for the Competition, each Entrant/Team/Participant, as the case may be: (a) warrants and represents that he/she owns the rights to the content submitted and that the content submitted is: (i) original to him/her and has been legally obtained and created, (ii) does not infringe the intellectual property rights, privacy or publicity rights or any other legal or moral rights of any third party and is not libelous, slanderous, or defamatory in nature; (iii) contains only participants who are twelve (12) years of age or older at the time of submitting content and who have obtained parent's/legal guardian's permission to submit content; and (b) grants the Sponsors and the Released Parties a worldwide, royalty free, perpetual license to, copy and reproduce the photo, video or any other content uploaded by the Entrant/Team/Participant by way of an entry on the Competition Website; and (c) agrees to indemnify and hold harmless the Released Parties against any and all claims, damages, expenses, costs (including reasonable legal and other professional costs) and liabilities relating to trade mark, copyright, or other intellectual property rights, right of publicity, right of privacy or defamation. Each Entrant/Team/Participant hereby waives, releases and discharges any and all claims whatsoever against the Released Parties for its use and any content submitted thereto (including, but not limited to any alleged or actual infringement or misappropriation of any proprietary rights in any information contained in the entry submitted to the Sponsors). All entries sent to the Sponsors will be treated as non-confidential and non-proprietary.

Each Entrant represents and warrants, on his/her name and on behalf of the Team, that its participation in the Competition and receipt of the prize does not and will not violate any agreement to which it is a party or by which it is otherwise bound. Breach of any of the foregoing representations shall disqualify an Entrant from being chosen as the winner.

Each Entrant agrees that the Sponsors are not required to use the information contained in the entry in any manner. Sponsors may remove a portion of or the entire uploaded content at any time without notice to Entrant and the Sponsors will have no obligation to return any content provided by an Entrant/Team/Participant.

12. **General Conditions:** Noncompliance with these Terms and Conditions may result in disqualification and all associated entries will be void. ANY VIOLATION OF THESE TERMS AND CONDITIONS BY ANY ENTRANT OR TEAM MEMBER OR ANY BEHAVIOR BY A ENTRANT OR PARTICIPANT THAT WILL BRING SUCH ENTRANT/PARTICIPANT OR CHC OR SPONSORS INTO DISREPUTE (IN SPONSORS' OR CHC'S SOLE DISCRETION, AS APPLICABLE) WILL RESULT IN SUCH ENTRANT/TEAM MEMBER DISQUALIFICATION AS AN ENTRANT/PARTICIPANT AND AS A WINNER OF THIS COMPETITION, AS THE CASE MAY BE, AND ALL PRIZES WILL BE IMMEDIATELY FORFEITED AND TERMINATED. Sponsors reserve the right, at its sole discretion, to cancel, suspend and/or modify the Competition at any time. Sponsors reserve the right, in its sole discretion, to disqualify any entry if an Entrant/participant or other individual is tampering with that Entrant's entry process or the operation of the Competition or acts, in violation of these Terms and Conditions, or acts in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Competition may be a violation of criminal and civil law and, should such an attempt be made, Sponsors reserve the right to seek damages from any such person to the fullest extent permitted by law. Sponsors' failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision.

13. **Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Entrants, printing errors or by any of the equipment or programming associated with or utilized in the Competition contained in these Terms and Conditions or otherwise connected with the Competition; (2) computer, online, telephone, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, availability, garbled or jumbled transmissions, service provider, Internet, web site or other accessibility or availability issues, traffic congestion, or unauthorized human intervention or any technical malfunctions that may occur; (3) unauthorized human intervention in any part of the entry process or the Competition; (4) technical or human error which may occur in the administration of the Competition or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from an Entrant/participant in the Competition or receipt or use or misuse of any prize. The Released Parties make no representation or warranties concerning the appearance, safety or performance of any prizes awarded. If for any reason an entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Entry in the Competition. No more than the stated number of prizes will be awarded.

14. **Data Protection:** Each Entrant acknowledges that personal data submitted on the Team Authorization form or Entry will be collected, stored and processed in accordance with applicable legislations for the purposes of administering and assessing the Competition, and will at all times be subject to the Sponsors' Privacy Statement located at <http://www.underarmour.ca> and <http://canadiens.nhl.com/club/page.htm?id=52586>. The Sponsors may, in accordance with the applicable legislation, share the Entrant's/participant's details with its partners, including but not limited to CHC. Each participant must obtain their parent's or legal guardian's permission to submit such personal data. Sponsors reserve the right to exchange information and data regarding the details of any prize winner's shipping address with third party shipping providers, if required. All personal data that is submitted by an Entrant in connection with the Competition will be used by Sponsors in accordance with applicable data protection legislation. Sponsors will use the personal data submitted to process entries. By submitting information on the Team Authorization form or content on the Entry, each Entrant expressly agrees that Sponsors may share such data with its parent and affiliate companies anywhere in the world and Sponsors or its parent and affiliate companies may use the data submitted on the Team Authorization form or Team Storm the Centre Page in accordance with Sponsors' Privacy Statement located at www.underarmour.ca and <http://canadiens.nhl.com/club/page.htm?id=52586>.

15. **Winner List:** To find out the winner and teams who have advanced to each round, visit Canadiens.com/stormthecentre at the end of each period or send a self-addressed stamped envelope after January 1, 2017 to: Under Armour, Attn: Storm the Centre Competition, 215 Shields Court, Suite 1, Markham, ON L3R 8V2.

16. **Prize Supplier:** The role of CHC in this Competition is strictly that of a Prize supplier. CHC assumes no responsibility for the administration of this Competition or the selection of Prize winners and all such responsibilities rest solely with Sponsors.

17. **Amateur Athletes:** Any student athlete subject to amateur athlete eligibility restrictions who participates in the Competition is responsible for his or her own

collegiate/high school eligibility and/or amateur standing. Such student athletes must comply with all rules, regulations, and bylaws of their high school provincial association and of any national federation responsible for administering or regulating interscholastic athletics, and of the NCAA or other regulatory authority that may be applicable to their participation in the Competition. For example, such student athletes may be restricted from appearing in Competition content in uniform. By participating in the Competition, student athletes acknowledge their understanding of the consequences of any failure to comply with such rules, including but not limited to, loss of their eligibility to participate in future athletic contests in any sport at the high school, collegiate or other level. SPONSORS ARE NOT RESPONSIBLE OR LIABLE FOR PARTICIPATION IN THIS COMPETITION RESULTING IN INELIGIBILITY AS AN AMATEUR ATHLETE.

18. 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