

Official Rules "1st HABS GOAL"

"1st HABS GOAL", presented by Les Canadiens de Montréal

IMPORTANT: PLEASE READ THESE OFFICIAL RULES (HEREINAFTER THE "**RULES**") BEFORE ENTERING THE "1ST HABS GOAL" CONTEST (THE "**CONTEST**") PRESENTED BY THE CLUB DE HOCKEY CANADIEN, INC. (HEREINAFTER THE "**CANADIENS**" OR THE "**CONTEST ORGANIZERS**"). BY ENTERING THIS CONTEST, YOU CONFIRM THAT YOU MEET ALL ELIGIBILITY REQUIREMENTS HEREINAFTER AND THAT YOU AGREE TO COMPLY WITHOUT LIMITATION WITH THESE RULES AND ANY DECISION TAKEN BY THE CANADIENS WHICH ARE, EXCEPT AS OTHERWISE PROVIDED HEREIN, FINAL AND WITHOUT APPEAL REGARDING ALL ASPECTS OF THE CONTEST.

CONTEST PERIOD

1. The Contest starts on October 3, 2018 at 6:00 p.m. (EST) and ends on April 6, 2019 at 7:00 p.m. (EST). The date and time an entry is received will determine its eligibility for the purpose of this Contest.

ELIGIBILITY

2. NO PURCHASE NECESSARY TO ENTER OR WIN. This Contest is not open to (i) employees, directors, officers, persons in charge, representatives, agents or mandataries of the Canadiens, McDonald's Restaurants of Canada Limited or its franchisees, or of any of the foregoing parties' respective parent companies, affiliated companies, subsidiaries, associated companies or advertising or promotional agencies; (ii) persons residing with any of the persons mentioned hereinabove in section (i); and (iii) members of the immediate family of the persons mentioned in sections (i) and (ii). For the purpose of these Rules, "immediate family" means father, mother, son, daughter, legal or common-law spouse.

HOW TO ENTER

3. The Contest runs during the hour preceding each Montreal Canadiens' game of the 2018-2019 regular season (a "**game**"). To enter the Contest, the entrant must have a personal Twitter account and login therein. Then, the entrant must go to the Montreal Canadiens' Twitter page (@CanadiensMTL). An hour before each game begins, the Canadiens' Twitter account will post online a Tweet for the Contest #1stHabsGoal. The entrant will have until the initial face-off to answer this Tweet, by indicating who in his/her opinion among the Canadiens team players will score the first goal of the team during the game. In its Tweet, the entrant must include his or her answer (the name or the first name of the player he or she chose), the Contest's hashtag (#1stHabsGoal) and a reference to the Canadiens' account (@CanadiensMTL). Only one entry per person per day in connection with a game is authorized. To consult the schedule and time of the games, do not hesitate to visit the Canadiens' official Website: <https://www.nhl.com/canadiens/schedule/>.
4. One (1) winner will be selected at random in a draw every game night among all entrants who will have made the right choice as to the Canadiens' player that actually scored the

first goal of the team that night. The potential winner will be contacted via Twitter (direct message or public Tweet). The entrant will be invited to send his/her contact information to the Canadiens in order to complete the process for awarding the prize, which will be subject to the terms and conditions set forth in these Rules. In the event that the Canadiens do not score during a game or no entrant had chosen the player that has scored the first goal of the team, no prize will be awarded for that game.

5. The odds of winning depend on the probability that the player chosen actually scores the first goal of the Canadiens and the corresponding number of entries received naming the player who actually scored the first goal of the Canadiens. No Purchase Necessary.

PRIZES

6. One (1) prize is available to be awarded each game night, for a maximum number of eighty-two (82) games during the season. The prize consists of a fifty dollar (\$50) McDonald's gift card which can be redeemed at a participating McDonald's restaurant in Canada.
7. There is a limit of one (1) prize per entrant for the Contest period.
8. Prizes cannot be replaced by any other or exchanged for cash, except at the discretion of the Contest Organizers. The prizes must be accepted "AS IS" WITHOUT ANY WARRANTY OF ANY KIND, either express or implied (including, without limitation, any implicit warranty of merchantability or fitness for a particular purpose).

SELECTION OF WINNERS

9. The draw shall take place at 1275 St-Antoine St. W., Montreal, **each game night of the Montreal Canadiens for the 2018-2019 regular season**, to the extent that the terms and conditions mentioned hereinabove to have a draw are met. The person whose entry is drawn will be contacted within two (2) business days of the draw. The person will have to complete and sign the declaration and liability release form (the "**declaration form**") that the Contest Organizers will send him or her by email to the effect that he or she has fulfilled all the requirements of these Rules, and return it to the Contest Organizers for them to receive it within ten (10) business days of its receipt. Before being declared a winner, the person must first correctly answer, without any assistance and in a limited time, a mathematical skill-testing question that will appear on the declaration form mentioned hereinabove. Upon receipt of the duly completed form, the Contest Organizers will deliver the prize to the winner by mail.
10. In the event that the selected entrant cannot be contacted within two (2) business days following the draw, or should he or she incorrectly answer the mathematical skill-testing question or fail to return the declaration form within the given deadline, or should the Canadiens determine (at their sole discretion) that the selected entrant does not meet all the Contest conditions in these Rules, another draw will be held and another entrant will be randomly selected as the potential winner. This process will be repeated until an eligible entrant is declared a winner for a prize or until no more entrants having chosen the player who scored the first goal of the Canadiens during the game remain, whichever

comes first. To be declared a winner, the selected entrant must complete the declaration form and thus confirm his or her acceptance of and compliance with these Rules and release and hold harmless the Canadiens, McDonald's Restaurants of Canada Limited and its franchisees, the National Hockey League and member teams, the National Hockey League Players' Association, and each of the foregoing parties' respective employees, officers, persons in charge, directors, representatives, agents, mandataries, parent companies, affiliated companies, subsidiaries, associated companies, advertising and promotional agencies and professional advisers (collectively the "**Released Parties**") from any and all liability in connection with or arising out of this Contest, including, without limitation, any liability regarding acceptance or use of the prize awarded, the conduct of the Contest and the selection of winners. In the event that a selected winner is a minor in his or her province of residence, an adult parent or legal guardian must sign the declaration form in order to be able to receive the prize on the minor's behalf. Upon receipt of the declaration form signed by an adult parent or a legal guardian of the selected winner, the Canadiens will consider the latter as the "winner" and the parent or legal guardian will then be able to redeem the prize in the name of the winner.

PROPERTY OF ENTRIES

11. All entries and documents sent to the Canadiens in connection with the Contest (collectively the "**Entry Documents**") and all copyrights, registered trademarks and other related property rights, excluding those owned by McDonald's Restaurants of Canada Limited and/or McDonald's Corporation, become the property of the Canadiens upon submission. All entrants agree, at the Canadiens' request and expense, to take all additional reasonable measures (including, without limitation, execution of affidavits and other documents) to give effect, validate or confirm the Canadiens' property rights.

USE OF PERSONAL INFORMATION, WINNER'S NAME, IMAGE, ETC.

12. By entering the Contest, entrants agree to the collection, use and disclosure of their information by the Canadiens and McDonald's restaurants of Canada to send the prize and announce the winner. Unless otherwise provided by law, by entering the Contest all entrants grant the Canadiens and McDonald's Restaurants of Canada Limited or their respective advertising or promotional agencies the unlimited right (without it being an obligation) to publish and use, without payment or any other kind of compensation, without any other notice or approval being required, their name, photograph, image, address (city and province/territory), voice and statements, in whole or in part, with regards to the Contest or the prize, in any advertisement or program, without time or territory limitations whatsoever, published or broadcast through medias now known or to be known (including the Internet) and the entrants agree without conditions to this kind of publication or use without any other notice, approval or compensation.

GENERAL TERMS AND CONDITIONS

13. **Verification.** The declaration form is subject to verification by the Contest Organizers. Any declaration form which is, as the case may be, incomplete, illegible, mutilated, fraudulent, registered or submitted late, bearing an invalid e-mail address or phone

number, not bearing the correct answer to the mathematical skill-testing question or otherwise noncompliant shall be rejected and will not entitle the entrant to an entry or to the prize, as the case may be.

14. **Disqualification.** The Contest Organizers reserve the right to disqualify a person or to cancel one or several entries of a person who enters or tries to enter this Contest by using methods that do not comply with these Rules or that are unfair to other entrants (e.g. entries exceeding the allowable limits).
15. **Contest Conduct.** Any attempt to deliberately damage the Contest website and/or any related website or to sabotage the legitimate conduct of this Contest constitutes a violation of civil and criminal laws. Should there be any such attempts, the Contest Organizers reserve the right to reject the entrant's entries and obtain legal or equitable relief under applicable laws.
16. **Acceptance of a Prize.** Prizes must be accepted as described in these Rules and may not, in any case, be in whole or in part transferred to another person, replaced by another prize or exchanged for cash, except as provided in the section below.
17. **Prize Substitution.** In the event where it would be impossible, difficult and/or more costly for the Contest Organizers to award a prize (or a portion thereof) as described in these Rules, they reserve the right to award a prize (or portion thereof) of the same kind and of equivalent value.
18. **Website.** The Contest Organizers do not warrant that access to or use of the Contest website or any related website will be uninterrupted during the Contest period or error-free.
19. **Liability limit: Contest Conduct.** The Released Parties disclaim all liability for faulty computer components, software, or communication lines, relating to the loss or absence of network communication or relating to any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network that could limit the possibility or prevent any person from entering the Contest. The Released Parties also disclaim all liability for any damages or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any web page, software or other or by the transmission of any information related to participation in the Contest.
20. **Contest Modification.** The Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this Contest in whole or in part at any time, should human intervention or an event take place that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Rules, subject to approval by the Régie des alcools, des courses et des jeux du Québec, if required.
21. **Termination of Participation in the Contest.** In the event that the computer system cannot register all entries for a game for whatever reason, or if participation in the draw for a game must be terminated in whole or in part before the moment provided in these Rules, the Contest Organizers may, at their sole discretion, proceed with the draw among

all the duly registered entries which bear the name of the player who scored the first goal of the team for the game in question received up to the time the event which ended participation in the Contest occurred.

22. **Prize limit.** In no event shall the Contest Organizers be required to award more prizes than indicated in these Rules or to award a prize otherwise than in compliance with these Rules.
23. **Liability limit: Contest Participation.** Persons who enter or try to enter this Contest release the Released Parties from any liability for damage these said persons may incur as a result of their entry or their attempt to enter the Contest.
24. **Communication with entrants.** No communication or correspondence related to this contest shall be exchanged with entrants except as provided for in these Rules or at the Contest Organizers' initiative.
25. **Property.** Declaration forms are the property of the Contest Organizers and shall not be returned to entrants under any circumstances.
26. **Entrant Identification.** For the purpose of these Rules, the entrant is the person whose name appears on the social media account or to whom the selected email address belongs to, and it is to this person to whom the prize will be awarded if he or she is selected and declared a winner, subject to what is provided in section 10 of these Rules regarding a minor.
27. **Contest Organizers' Decision.** Any decision by the Contest Organizers or their representatives regarding this Contest is final and without appeal, subject to a ruling by the Régie des alcools, des courses et des jeux du Québec on any issue under its jurisdiction.
28. **Litigation.** Any litigation respecting the conduct or organisation 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 for the purpose of helping the parties reach a settlement.
29. **Unenforceability.** If a section of the Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.
30. **Language.** In case of any discrepancy between the French and English versions of these Rules, the French version shall prevail.
31. **Compliance.** Any person entering the Contest agrees to comply with these Rules and all terms and conditions applicable to opening an account on any social platforms required; failure to do so shall result in disqualification.
32. **Twitter.** The Contest is in no way sponsored, endorsed, administered by or associated with Twitter. Any questions, complaints or comments regarding this Contest must be

submitted to the Contest Organizers and not Twitter. Twitter and all its affiliates, directors, officers, agents and employees are not liable for any claims arising out of or in connection with the organization of this Contest. However, by participating in this Contest, each entrant agrees to abide by the terms and conditions of use, contracts, other policies and/or guidelines governing the Twitter platform and releases the Released Parties from and against any damage that could arise from the use of this platform.