

**NICKELODEON HOTEL - FAMILY FUN DAYS CONTEST (the “Contest”)
RULES & REGULATIONS (“Contest Rules”)**

Participation in the Contest constitutes full and unconditional agreement and acceptance of these Contest Rules, which are final on all matters relating to the Contest.

1. Eligibility: No Purchase Necessary. The Contest runs between October 31st, 2007 and March 30th, 2008 (the “Contest Period”). The Contest closes at 12:01 p.m. March 30th, 2008 (the “Contest Closing Date”).

This Contest is open only to legal residents of Ontario 18 years of age and older who live within a 75 mile radius of the City of Toronto. Employees (and their immediate families and those with whom they are domiciled) of Maple Leaf Sports & Entertainment Ltd. (“MLSE”), the Toronto Raptors, Viacom International Inc (collectively, the “Contest Sponsors”) and the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies are not eligible to enter.

2. How To Enter: There are 3 ways to enter the Contest:

1.) **On-Line and Phone VIP Package Purchasers:** Prior to the Contest Closing Date, purchase one of two Nickelodeon Family Fun Day VIP Packages (\$400/\$580 retail value for 4 lower bowl seats) or a Nickelodeon Family Fun Day Mini Pack on-line at www.ticketmaster.ca or by phone to any of the following Toronto Raptors games (the “Games”) at Air Canada Centre and you will be automatically entered for a chance to win:

Game #1:	Sunday, November 18 th vs Golden State
Game #2	Sunday, November 25 th vs Chicago Bulls
Game #3	Sunday, December 9 th vs Houston Rockets
Game #4	Sunday, December 16 th vs Boston Celtics
Game #5	Sunday, January 6 th vs Cleveland Cavaliers
Game #6	Sunday, January 13 th vs Portland Trail Blazers
Game #7	Sunday, February 24 th vs New York
Game #8	Sunday, March 9 th vs Seattle SuperSonics
Game #9	Sunday, March 23 rd vs Denver Nuggets
Game #10	Sunday, March 30 th vs New Orleans Hornets

2.) **Box Office Purchasers:** During the Contest Period, purchase one of two Nickelodeon Family Fun Day VIP Packages (\$400/\$580 retail value for 4 lower bowl seats) or a Nickelodeon Family Fun Day Mini Pack to any of the Games at the Air Canada Centre box-office, fully complete the entry ballot and submit it to the box office and you will be entered for a chance to win.

- 3.) **No purchase entry:** to enter without purchasing a Nickelodeon Family Fun Day VIP Package or a Nickelodeon Family Fun Day Mini Pack, hand print your name, address, day and evening telephone numbers and the words "Nickelodeon Hotel – Family Fun Day Contest" on a 4" x 5" card and mail it in a postage pre-paid stamped envelope to "Nickelodeon Hotel – Family Fun Day Contest", 40 Bay Street, Suite 400, Toronto, Ontario M5J 2X2 Attention: Jeff Carter.

Limit one (1) entry per household regardless of entry method. **ONLY ENTRANTS WHO ENTER THROUGH ENTRY METHOD #3 ABOVE ARE ELIGIBLE TO WIN A SECONDARY PRIZE.**

The following shall be excluded from entry and not qualify: (i) payment made with an NSF cheque; (ii) unauthorized credit card payments; or (iii) payments made with lost, stolen or fraudulent credit cards. All regular ticket charges (including, without limitation, Ticketmaster charges, service charges and ticket terms of use and conditions apply). Contest Sponsors will not be responsible for lost, late, incomplete, illegible, damaged, destroyed, postage due, or misdirected entries. All entries shall become the property of Contest Sponsors and will not be returned. By entering this Contest, entrants agree to abide and be bound by the Contest rules and the decisions of Contest Sponsors, which are final with respect to all matters relating to the Contest.

3. Prizes: Available to be won are:

- (a) Ten (10) Secondary Prizes each consisting of four (4) tickets to a Game (exact location to be determined by the Contest Sponsors. ARV \$136) and the opportunity to compete in an on-court competition during that Game for a chance to win the Grand Prize (**ONLY ENTRANTS WHO ENTER THROUGH ENTRY METHOD #3 ABOVE ARE ELIGIBLE TO WIN A SECONDARY PRIZE**);

Secondary Prizes do not include, without limitation, transportation to and from the Air Canada Centre, food, beverages, souvenir items or any other expenses not specifically included in the prize description.

and

- (b) Ten (10) Grand Prizes each consisting of:
- One (1) Nickelodeon Hotel voucher redeemable for three (3) nights standard hotel accommodation for four (4) at the Nickelodeon Hotel in Orlando, Florida (one room only).

Approximate retail value of Grand Prize is \$400 CDN.

Winner will be required to book hotel accommodations directly. The prize does not include, without limitation, travel to/from winner's residence and Orlando, Florida, any ground transportation including, but not limited to, to and from the airport, hotel, meals, insurance,

spending money, taxes or any other expenses associated with the prize not specifically described as being included. Winner will be required to present valid credit card in winner's name upon hotel check-in to cover any incidental expenses.

Winner must book and complete hotel stay no later than one (1) year from the time the Grand Prize is awarded or prize will be forfeited and no alternate prize will be awarded. All terms and conditions relating to Nickelodeon Hotel bookings shall apply including, without limitation, reservation cancellation and deposit requirements.

4. Secondary Prize Winners: For each Game, one (1) Secondary Prize Winner will be chosen by random draw on the date indicated from among all entrants who entered the Contest via entry method #3 and whose entries were received by the Contest Sponsors during the applicable entry period as follows:

<u>GAME</u>	<u>ENTRY PERIOD</u>	<u>DRAW DATE</u>
GAME #1	October 31, 2007 – 12:00 p.m. November 15, 2007	November 15, 2007
GAME #2	12:01 p.m. November 15, 2007 – 12:00 p.m. November 22, 2007	November 22, 2007
GAME #3	12:01 p.m. November 22, 2007 – 12:00 p.m. December 6, 2007	December 6, 2007
GAME #4	12:01 p.m. December 6, 2007 – 12:00 p.m. December 13, 2007	December 13, 2007
GAME #5	12:01 p.m. December 13, 2007 – 12:00 p.m. January 3, 2008	January 3, 2008
GAME #6	12:01 p.m. January 3, 2008 – 12:00 p.m. January 10, 2008	January 10, 2008
GAME #7	12:01 p.m. January 10, 2008 – 12:00 p.m. February 21, 2008	February 21, 2008
GAME #8	12:01 p.m. February 21, 2008 – 12:00 p.m. March 6, 2008	March 6, 2008
GAME #9	12:01 p.m. March 6, 2008 – 12:00 p.m. March 20, 2008	March 20, 2008
GAME #10	12:01 p.m. March 20, 2008 – 12:00 p.m. March 27, 2008	March 27, 2008

Only eligible entries received prior to the Draw Date in question will be eligible to win the corresponding Draw Date's prize. Entries are not carried over from one Draw Date to the next. Secondary Prize Winners will be automatically entered into the draw among all eligible Nickelodeon Family Fun Day VIP package and Mini Pack purchasers for the chance to compete

in the Grand Prize competition that will take place at the Game for which tickets are awarded. To be eligible to compete in the on-court competition for the Grand Prize, the Secondary Prize winner, Nickelodeon Family Fun Day VIP package and Mini Pack purchasers must be present during the Grand Prize qualifiers draw, to take place at the specified pre-game meet and greet location, one hour before tip-off. Selected Grand Prize qualifiers must possess a valid ticket in order to be eligible to compete in on-court competition. Participation in the Grand Prize competition is non-transferable.

Secondary Prize winner must be present during the Grand Prize qualifiers draw, to take place at the specified pre-game meet and greet location, one hour before tip-off. Selected Grand Prize qualifiers must possess a valid ticket in order to be eligible to compete in on-court competition. Participation in the Grand Prize competition is non-transferable.

Before being declared a Secondary Prize winner, selected entrants must correctly answer unaided a time-limited mathematical skill-testing question and, at that time, will be required to confirm their eligibility. Efforts to contact selected entrants will be made within the twenty-four (24) hours following the applicable draw date. If a selected entrant does not meet all of the Contest conditions, fails to correctly answer the skill-testing question, refuses or does not sign the declaration and release form, or contact cannot be made within twenty-four (24) hours of first contact by the Contest Sponsors, that entry will be disqualified and another entry will be randomly selected from among all remaining eligible entries. The process will be repeated as necessary until a winner is declared. Once declared a winner, the winners will be directed as to how to claim his/her prize. The Contest Sponsors are not responsible, whether as a result of human error or otherwise, for any failure to contact any potential winner.

The odds of winning a Secondary Prize depend on the number of eligible entrants in the applicable Entry Period.

Grand Prize Competitors: In respect of each Game, an on-court competition will take place between three (3) entrants (the “Grand Prize Competitors”) to determine the eligible winner of the Grand Prize for that Game. The three (3) Grand Prize Competitors will be chosen as follows:

For each Game, three (3) Grand Prize Competitors will be chosen by random draw from among all eligible Nickelodeon Family Fun Day VIP Package and Mini Pack purchasers, and that game’s Secondary Prize Winner, for that Game. The random draw in respect of each Game will take place at the meet & greet location one-hour prior to tip-off Game day. In order to be included in the random draw, entrants must be attendance one hour prior to tip-off for the actual random draw. Game tickets required to enter meet & greet location. Ticket purchaser must be in attendance. Ticket purchaser’s name will be included in the draw only.

In the event that there is no Secondary Prize Winner for a Game or if the Secondary Prize Winner for a Game is ineligible to compete in the Grand Prize competition for any reason in the sole discretion of the Contest Sponsors, then three (3) Grand Prize competitors (instead of two 2) will be chosen by random draw from among all eligible Nickelodeon Family Fun Day VIP Package and Mini Pack purchasers for that Game.

The odds of being selected as a Grand Prize Competitor depends on the number of eligible entrants for the Game in question (max odds are 2 in 19).

The odds of winning the Grand Prize among Grand Prize Competitors is 1 in 3 and depends on the respective skill of the Grand Prize Competitors.

All elements of the on-court competition pertaining to the Grand Prize are at the sole discretion of the Contest Sponsors.

Before being declared a Secondary Prize or Grand Prize winner, all selected entrants must: (i) correctly answer a time-limited mathematical skill-testing question without assistance or the use of a calculator, administered at the time of contact; and (ii) the winner and his/her guests (or their parents/legal guardian if a minor) must sign a Declaration of Compliance with the Contest rules and a Release of Liability, releasing the Contest Sponsors and the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies (collectively, the "Released Parties") from any and all liability in connection with: (i) entrant's participation in the Contest; (ii) the acceptance and use of any prizes awarded in the Contest; and (iii) the administration of the Contest by the Contest Sponsors, including (without limitation) the selection of prize winners or the distribution of prizes awarded in this Contest. The Declaration and Release document must be returned on or before the date indicated on the documents or the prize will be forfeited.

In addition, Grand Prize Competitors may be required to sign such release of liability forms as provided by Contest Sponsors relating to the Grand Prize Competition.

If a selected entrant cannot answer, or incorrectly answers, the skill-testing question, does not meet any of the Contest eligibility requirements, or satisfy any other Contest conditions, that entry will be disqualified and another entry will be selected.

5. General Rules

Each prize must be accepted as awarded and no prize substitutions of cash or otherwise or transfer of the prize will be made, provided that the Contest Sponsors may make prize substitutions of equal or greater value. Prizes may not be exactly as shown in contest publicity or promotional materials. Prizes are not redeemable for cash.

By entering this Contest, each entrant consents to the use of his/her name, image, photograph, voice statement(s) and city of residence, without further compensation, for any and all publicity purposes, commercial or otherwise, in all media used by the Contest Sponsors, the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies.

The Contest is subject to all applicable federal, provincial and municipal laws and regulations and shall be governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein.

By entering the Contest, each entrant agrees to be bound by these rules and regulations and all decisions of the Contest Sponsors, which decisions are final with respect to all matters relating to the Contest, including (without limitation) the selection of the Prize winners. All decisions made by the Contest judges with respect to any aspect of this Contest are final.

By entering the Contest, entrants agree to hold harmless and indemnify the Released Parties, the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies against any and all liability, damages or causes of action (however named or described with respect to or arising out of either: (i) entrant's participation in the Contest; (ii) the receipt or use of the prizes awarded herein; or (iii) the administration of the Contest (including winner selection) and distribution of the prizes awarded herein.

Entrants hereby release, waive and discharge any and all claims of damage, loss or causes of action (including, negligence), including (but not limited to) death, personal injury or loss or damage to property, which the entrant or any of the entrant's representatives, heirs, next of kin or assignees ("Entrant's Representatives") may have or which may hereinafter accrue to the entrant or Entrant Representatives against the Released Parties as a result of the entrant's participation in the Contest or the receipt or use of the Prize(s) awarded herein.

The following are prohibited and will result in automatic disqualification from the Contest: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Contest Rules; and (3) any other act which the Contest Sponsors determine, at their sole discretion, jeopardizes the integrity of the contest.

The Contest Sponsors are not responsible for any printing, distribution or production errors, or for any late, lost or misdirected entries. The Contest Sponsors may terminate, modify, suspend or withdraw from this Contest (and/or any aspect thereof, including methods for selection of the prize winners), in whole or in part, at any time without notice for any reason, without liability, at their sole discretion.

The Contest Sponsors shall not be responsible for tampering, theft, human errors (including gross negligence) ineligibility, lost, late or misdirected entries or for any problems, failures or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the internet, or at any website and assume no liability for damage to entrant's or any person's computer resulting from participating in the Contest.