

MAPLE LEAF SPORTS & ENTERTAINMENT GIFT CARD 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 begins at 12:01 p.m. EST on Monday, November 26, 2007 and closes at 11:59 a.m. EST on Friday, December 14, 2007 (the "Contest Period").

This Contest is open only to legal residents of Ontario 18 years of age and older who live within a 50 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"), Mount Mansfield Company Inc., Blackhawk Network Ltd. and the National Hockey League, the National Basketball Association, the American Hockey League, Major League Soccer, the SOE Entities (defined below) and each league's respective Member Teams, subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies are not eligible to enter. The "SOE Entities" shall mean SportsOnEarth, L.L.C. ("SOE"), MLB Advanced Media, L.P.

2. How To Enter: The Contest begins at 12:01 p.m. EST on Monday, November 26, 2007 and closes at 11:59 a.m. EST on Friday, December 14, 2007 (the "Contest Closing Date"). There are two (2) ways to enter:

- (a) **Method #1: Online Gift Card purchase:** During the Contest Period, visit mapleleafs.com, torontomarlies.com, raptors.com, or torontofc.ca and purchase a Toronto Maple Leafs/Marlies, Toronto Raptors, or Toronto FC gift card, fill out and submit the Contest entry ballot and automatically be entered into the Contest for your chance to win the Grand Prize.
- (b) **Method #2: No purchase necessary:** To enter without purchasing a Toronto Maple Leafs/Marlies, Toronto Raptors, or Toronto FC Gift Card, hand print your name, address, day and evening telephone numbers and the words "Gift Card Contest" on a 4" x 5" card and mail it in a postage pre-paid stamped envelope to "Gift Card Contest", 40 Bay Street, Suite 400, Toronto, Ontario M5J 2X2 Attention: Jeff Carter.

In order to be eligible, online entry forms must be completed in full. MLSE is not responsible for late, incomplete, illegible or lost entries.

LIMIT one (1) entry per Gift Card, and three (3) entries per person if entering through entry method #1 and one entry per household if entering through entry method #2. Any attempt to use a Gift Card on more than one entry will automatically void that entry.

All entries will become the property of MLSE and will not be returned. Entries which are incomplete or fraudulent are null and void. Odds of winning depends on number of eligible entries received.

3. Prizes and Draws:

There is one (1) Grand Prize available to be won during the Contest Period consisting of one (1) Stowe Mountain Resort Ski & Stay Package. Package includes:

- 5 Nights accommodation for two (2) people StoweMotel & Snowdrift in Stowe, Vermont (One (1) standard hotel room, double occupancy. Arrival on Sunday departure on Friday)
- 5 Day Lift Tickets for two (2) at Stowe Mountain Resort
- Picture of the day on Stowe.com along with an interview about how winner won their trip

This is a mid-week non-holiday package – Arrival on Sunday, departure on Friday. Prize cannot be combined with any other offer or promotion. Prize is based on a space available basis. The following blackout dates apply:

December 23, 2007 – January 1, 2008
January 19, 2008 – January 21, 2008
February 16, 2008 – February 24, 2008

Approximate retail value of Grand Prize \$1,200 CDN. Grand Prize must be booked and used by April 20, 2008, or prize will be forfeited and no alternate prize will be awarded. Winner will be responsible for booking accommodation for him/her self.

All incidental costs and expenses not specifically referred to herein, including (without limitation), delivery of prize, transportation to and from winner's residence to Stowe, Vermont, ground transportation in Stowe, meals, food, beverages, souvenirs, spending money, ski equipment, items of a personal nature and any other incidental expenses are not included and are the sole responsibility of the winner and his/her guest. Guest must be 18 years of age or older at the time the trip is taken. Winner may be required to present valid major credit card at the time of hotel check-in to cover incidental expenses. Winner and his/her guest are solely responsible for ensuring that they can enter the United States for the Grand Prize. No substitute prize or compensation will be awarded if winner and/or guest are unable to enter the United States for any reason.

4. Winner contact:

The eligible Grand Prize winner will be selected from among all eligible entries received prior to the Contest Closing Date in a random draw which will be conducted at the offices of MLSE at, or about 2:00 p.m. on December 14, 2007. The selected Grand Prize winner will be contacted within twenty-four (24) hours following the drawing either by telephone or by e-mail at the telephone number or e-mail address, as the case may be, provided by the entrant on the Contest entry ballot. At such time, the selected entrant will be required to correctly answer, unaided, a time-limited mathematical skill-testing question to be administered by MLSE and confirm his/her eligibility. In addition, the eligible winner and his/her guest will be required to sign such declaration and release forms as required by MLSE before being declared a winner. If the selected entrant does not meet all of the Contest conditions, fails to answer the skill-testing question correctly, does not sign and return the declaration and release form or contact cannot be made by MLSE within twenty-four (24) hours of MLSE's first contact attempt, that entry will be disqualified and MLSE shall be entitled to select a new name from all remaining eligible entries. MLSE is not responsible, whether as a result of human error or otherwise, for any failure to contact any potential winner. Once declared the winner, the selected entrant will be directed as to how to claim his/her prize. To receive the name of the prize winner, send a self addressed

postage prepaid envelope to mapleleaves.com contests, 40 Bay Street, Suite 400, Toronto, Ontario, M5J 2X2.

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 MLSE may make prize substitutions of equal or greater value. No telephone contact or correspondence will be entered into except with potential prize winners.

By entering this Contest, each entrant consents to the use of his/her name, image, photograph, voice statement(s) and city of residence by MLSE and Mount Mansfield Company Inc. without further compensation, for any and all publicity purposes, commercial or otherwise, in all media. 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 MLSE, which decisions are final with respect to all matters relating to the Contest, including (without limitation) the selection of 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 MLSE, Mount Mansfield Company Inc., Blackhawk Network Ltd. and the National Hockey League, the National Basketball Association, the American Hockey League, Major League Soccer, the SOE Entities and each team's respective Member Teams, subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies (collectively, the "Released Parties") 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 MLSE determine, at their sole discretion, jeopardizes the integrity of the contest.

MLSE 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.

MLSE does not assume any responsibility for tampering, theft, defects, viruses, human errors including negligence, deletions, technical or telephone, computer line, network, server, access

providers, computer equipment or software problems, undeliverable messages, computer errors, lost, misdirected, late or incomplete entries or inaccurate capture of information or any online difficulties that may result in damage or malfunction of the entrant's computer or the failure of MLSE to process any entry and otherwise award any prize. Nor is responsibility assumed for printing errors appearing in these rules or related Contest materials. In addition, MLSE will not assume any responsibility of any nature whatsoever in all cases where their inability to hold the Contest or to remit the prizes to the winners results from a cause beyond their control, including Acts of God or weather conditions. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should an attempt be made, the Contest Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

MLSE is collecting personal data about entrants for the purpose of administering this Contest. No further informational or marketing communications will be received by entrants unless entrants provide MLSE with explicit permission to do. Please see MLSE' Privacy Policy at <http://www.theaircanadacentre.com/privacypolicy.php> for information on the policy towards maintaining the privacy and security of user information.

If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof of being the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search.