

National Hockey League®
RESPONSIBILITY HAS ITS REWARDS Sweepstakes
Official Rules



NO PURCHASE NECESSARY TO ENTER OR WIN.
A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

1. How to Enter: To enter, attend any National Hockey League® game in the United States or Canada during the 2010/2011 regular season and pledge to be a designated driver at the designated-driver booth at that National Hockey League® arena. After pledging to be a designated driver, you will receive an email from TEAM Coalition ("Sponsor") directing you to enter the Sweepstakes at the TEAM Coalition Web site: www.rhir.org. To enter without attending a National Hockey League® game, send a postcard (no envelopes please) with your name, e-mail address, mailing address, work or home phone number, the name of your favorite National Hockey League® team and a statement of no more than 100 words on why you believe it is important to be a designated driver at a sporting event to TEAM Coalition ("Sponsor"), 1800 Diagonal Road, Suite 600, Alexandria, VA 22314. All mailed entries must be postmarked by Monday, April 11, 2011 and received by Friday, April 15, 2011.

You may enter as many times as you like, however, mailed entries are limited to one (1) entry per postcard and each mailed entry will be counted as one entry. All entries become the sole property of the Sponsor and will not be acknowledged or returned. Delivery of prize may require a street address (no P.O. Boxes). Sponsor is not liable for lost, late, stolen, invalid, postage-due or misdirected entries. Sponsor is not responsible for typographical or other errors in the offer or administration of the Sweepstakes, including, but not limited to, errors in advertising, the Official Rules, the selection and announcement of winners, or the distribution of any prize. No photocopies, facsimiles, other mechanical reproductions, or forged entries are allowed. Only fully completed entry forms are eligible and incomplete, altered, defaced, mutilated or illegible entry forms will be disqualified.

2. Start/End Dates: Sweepstakes will begin on November 1, 2010 and will conclude at the end of the National Hockey League's® 2010/2011 regular season. All mailed entries must be postmarked by Monday, April 11, 2011 and received by Friday, April 15, 2011.

3. Eligibility: Participation is open only to legal residents of the U.S. and Canada, age 21 and over in the U.S. as of date of entry, or who have reached the age of majority in Canada as of date of entry, and who possess a valid driver's license. Void in Puerto Rico, outside of the U.S. and Canada, and where prohibited, taxed or restricted by law. Subject to all national, state, provincial and local laws and regulations. Employees, officers and directors, and families of employees and officers and directors of Sponsor and the National Hockey League, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC and the member clubs of the National Hockey League (collectively, the "NHL Entities"), the advertising and promotional organizations for this Sweepstakes, and any of their respective subsidiaries or affiliates are ineligible to participate in this Sweepstakes.

4. Random Drawings/Odds: On or about Friday, April 15, 2011, one (1) Finalist from a pool of all entries received via an in-arena booth, the TEAM Coalition Web site, or received by Sponsor via mail will be randomly selected for each of the participating National Hockey League® teams for a total of sixteen (16) Finalists ("Finalists"). One (1) drawn Finalist (of the sixteen (16) Finalists) will receive an All-Star Game prize as detailed below. One (1) additional Finalist will be drawn from the remaining fifteen (15) Finalists to win the Regular Season Game prize as detailed below. Odds of being chosen as a Finalist depend on the number of eligible entries received for each arena/team. The odds of a Finalist winning an All-Star Game prize are 1:16, and the odds of a Finalist winning the Regular Season Game prize are 1:15. By entering the Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes judges, which will be final and binding in all matters relating to the Sweepstakes. Canadian residents, if selected as a Finalist, must correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical, electronic or otherwise, by phone or mail before such Finalist can be declared a winner of any prize. This Sweepstakes is not produced or executed by any NHL Entity.

5. Prizes: One All-Star Game prize consisting of a trip for two (2) people to the 2012 NHL® All-Star Game scheduled to be held in Ottawa, ON, Canada at Scotiabank Place, including roundtrip coach-class air transportation for winner and one (1) travel companion from the gateway airport nearest to winner's residence to Ottawa, ON (if necessary), a minimum of two (2) nights hotel accommodations as determined by Sponsor (single room, double occupancy, if necessary), and two (2) tickets to the 2012 NHL® All-Star Game. Total ARV of All-Star Game prize: \$1,500 U.S. One Regular Season Game prize consisting of two (2) tickets to a 2011/2012 regular-season NHL® game in the city of the team for whom the Finalist has been selected as the Designated Driver for the Season. Total ARV of Regular Season Game prize: \$250 U.S. Any difference between such approximate retail value and the actual value of the prizes as taken will not be awarded. All winners will be solely responsible for all applicable taxes and fees on prizes and any

other costs not indicated herein as forming part of the prize, as well as optional travel insurance. Winners are responsible for ensuring they have proper travel documentation. Winner must agree to a background check and shall be required to sign a Prize Waiver/Affidavit prior to accepting the Prize. Winners must be available to attend the prize events on the dates of such events; otherwise, such prize will be forfeited and awarded to an alternate. Winners must be able to travel on Sponsor-designated dates, or prizes will be forfeited and awarded to an alternate. All travel subject to availability. Restrictions and blackout dates apply.

6. Notification: Entrants will be notified of their Finalist status by e-mail or telephone on or about Monday, April 18, 2011. All-Star Game and Regular Season Game prize winners will be notified of their winning status by e-mail or telephone after the start of the 2011 Stanley Cup® Final. All winners and travel companions will be required to sign, have notarized and return, where legal, an Affidavit of Eligibility and Liability/Publicity Release prior to receiving any prize. For all prizes, the travel companion will be required to sign and return a travel release prior to ticketing. If the travel companion is a minor, he/she must travel with his/her parent/legal guardian who must sign the release. If winner cannot be contacted, if any prize is returned as undeliverable, or in the event of noncompliance with these Sweepstakes rules and requirements, an alternate winner will be selected. Limit one prize per person. Game or event dates and times are determined in the sole discretion of the Office of the Commissioner of Hockey and/or NHL Enterprises, L.P., as applicable, and are subject to change.

7. Conditions: All taxes and fees are the sole responsibility of the winners. Participation in Sweepstakes and acceptance of a prize constitutes winners', and the travel companions', permission for Sponsor and NHL Entities to use their respective names, addresses (city and state/province), likenesses, voice, biographical information and any mail-in entry statements for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. In addition, prize winners, by accepting a prize, agree to participate in promotional events and activities, as requested by the Sponsor and/or NHL Entities without additional compensation. By participating, entrants, winners and All-Star Game and Regular Season Game prize companions agree to release and hold harmless Sponsor, the NHL Entities, their respective advertising and Sweepstakes agencies and their respective parent companies, subsidiaries, affiliates, related entities, partners, partnerships, principals, representatives, agents, licensees, sponsors, successors, assigns, employees, officers and directors (the "Released Parties") from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance and/or use or misuse of any prize or participation in any Sweepstakes-related activity and claims based on publicity rights, defamation, copyright infringement or invasion of privacy and merchandise delivery. The Released Parties make no warranty, guaranty or representation of any kind concerning any prize and disclaim any implied warranty. Sponsor is not responsible if any prize cannot be awarded or if any prize event is cancelled due to Acts of God, Acts of War, natural disasters, weather or terrorism. Entrants who do not comply with these Official Rules or attempt to interfere with this Sweepstakes in any way shall be disqualified. Prizes are non-transferable. No substitutions or cash redemptions are allowed. In the case of the unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. Sponsor shall not be responsible for awarding any replacement prize if any of the prize events are postponed or cancelled for any reason, and the balance of that prize will be awarded in full satisfaction of the prize award.

Sponsor reserves the right, in its sole discretion, but with the consent of the Régie des alcools, des courses et des jeux (the "Régie") if required, in the Province of Québec, to disqualify any entrant/winner who violates, in the sole judgment of the Sponsor and/or the NHL Entities, these Official Rules, or whose conduct impairs or damages, or tends to impair or damage, in the sole judgment of the Sponsor, the reputation or public image of the Sweepstakes, the Sponsor, the NHL Entities, or any of the NHL's member teams. Without limiting the foregoing, Sponsor may disqualify any entrant/winner having an outstanding or prior warrant, indictment, citation or conviction involving alcohol or alcohol-related incidents, regardless of when such incident occurs.

8. For Quebec Residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

9. Winners List: To obtain the names of the winners, visit www.teamcoalition.org or send a self-addressed, stamped envelope by Friday, May 27, 2011 to: TEAM Coalition, 1800 Diagonal Road, Suite 600, Alexandria, VA 22314.

10. Sponsor: TEAM Coalition, 1800 Diagonal Road, Suite 600, Alexandria, VA 22314. National Hockey League® trademarks and copyrights used with permission of the National Hockey League.®

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