

Hockey Hall of Fame
'#FanDays Retweet Contest'
Official Rules and Regulations (collectively, the "Contest Rules")

NO PURCHASE NECESSARY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. SEE ELIGIBILITY SECTION BELOW FOR FURTHER DETAILS. TO COMPLETE YOUR ENTRY YOU MUST READ AND AGREE TO THE FOLLOWING TERMS. PARTICIPATION IN THIS CONTEST CONSTITUTES FULL AND UNCONDITIONAL AGREEMENT AND ACCEPTANCE OF THESE CONTEST RULES.

ELIGIBILITY:

1. The Hockey Hall of Fame **#FanDays Retweet Contest** (hereafter, the "Contest") is open to all legal residents of Canada (excluding the Province of Quebec) and the United States who have reached the age of majority in their province or state of residence. Residents of the Province of Quebec and non-residents of both the United States and Canada may participate in the Contest, but ARE NOT eligible to win or receive any prize set forth in Section 4 below. Employees of the Hockey Hall of Fame and its participating sponsors, contractors, agents, representatives and their immediate family members or anyone with whom they are domiciled ARE NOT eligible to win and receive a Prize. The Contest is void where prohibited by law and is subject to all federal, provincial, state and municipal laws and regulations. It is the responsibility of the entrant to determine whether his or her participation in the Contest is permitted under the laws applicable in the entrant's place of residence.

CONTEST PERIOD:

2. Contest commences Friday, June 20, 2014 at 3:00pm EST and closes on Thursday, August 21, 2014 at 5:00pm EST ("Contest Close Date").

HOW TO PARTICIPATE:

3. No purchase necessary to enter the Contest or win.

"Entrant" means the person who is the owner of an @username on Twitter ("Twitter Handle"). To enter the Contest you must:

- (i) be a follower of @HockeyHallFame; and
- (ii) select and use a hashtag relating to the NHL® Team of your choice (as outlined below and found in the Twitter Feed Box at -<http://www.hhof.com/htmlNewsPromo/promoNHLFanDays2014.shtml>) and tweet why being their fan is best.

Here is an example entry:

@HockeyHallFame Met #Yzerman when I was six and never looked back #FanDaysWings @NHLWings

Contest Hashtags:

#FanDaysDucks
#FanDaysBruins
#FanDaysSabres
#FanDaysFlames
#FanDaysCanes
#FanDaysHawks
#FanDaysAvs
#FanDaysCBJ
#FanDaysStars
#FanDaysWings

#FanDaysOilers
#FanDaysPanthers
#FanDaysKings
#FanDaysWild
#FanDaysHabs
#FanDaysPreds
#FanDaysDevils
#FanDaysNYI
#FanDaysNYR
#FanDaysSens
#FanDaysFlyers
#FanDaysYotes
#FanDaysPens
#FanDaysSharks
#FanDaysBlues
#FanDaysBolts
#FanDaysLeafs
#FanDaysCanucks
#FanDaysCaps
#FanDaysJets

PRIZES:

4. **There are thirty (30) First Prize ‘Limited-edition 2014 Hockey Hall of Fame Goalie Game-Worn Jersey Trading Card Series Sets’** available to be won. Each trading card series set consists of 30 game-worn jersey cards, one card of each NHL® Team goalie, produced by Upper Deck exclusively for the Hockey Hall of Fame. Approximate retail value = \$400 CDN/set. One (1) first prize per NHL® Team hashtag to be awarded, see schedule outlined in Section 5.

There are ninety (90) Top Three “Hockey Hall of Fame Fan Pass” Secondary Prizes available to be won. The Hockey Hall of Fame Fan Pass includes access to complimentary Hockey Hall of Fame Admission and a 25% Spirit of Hockey Store discount on your designated team’s apparel only. Spirit of Hockey Store discount is available for in-store purchases only. Discount cannot be combined with any other promotion and is not valid on the purchase of gift cards or for online purchases. HHOFF Fan Pass is non-transferable and is valid during the 2014-15 NHL® regular season (expires April 15, 2015). Approximate retail value = \$100 CDN.

WINNER SELECTION:

5. The Entrant for each team hashtag with the most retweets for their response as of the Contest Close Date will win a First Prize ‘Limited-edition 2014 Hockey Hall of Fame Goalie Game-Worn Jersey Trading Cards Series Set’. One (1) First Prize available to be won for each NHL Team® hashtag.

The top five Entrants with the most retweets for their response as of the Contest Close Date for each team hashtag will win a “Hockey Hall of Fame Fan Pass”.

Limit one First Prize and Secondary Prize per entrant.

The winning entrants will be notified by Twitter Private Message via their Twitter Handle no later than Wednesday, August 27, 2014 and must respond to Hockey Hall of Fame within forty-eight (48) hours from the time of notification with contact information (full name, date of birth, email address, telephone number and mailing address). The Prize will be awarded only upon verification that all Contest requirements have been met by the winner. If a response is not received by Hockey Hall of Fame within the prescribed time, Hockey Hall of Fame reserves the right to void that entry and select another eligible Entrant for the Prize. The Hockey Hall of Fame is not responsible for the failure for any reason whatsoever of an eligible Entrant to receive notification or Hockey Hall of Fame to receive a response

from the eligible Entrant. The Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the Hockey Hall of Fame which may substitute a Prize of comparable or greater value.

A winner may be required to provide proof that he/she is the Authorized Account Holder of the Twitter account associated with the winning entry.

All decisions of Hockey Hall of Fame are final and not subject to review. Hockey Hall of Fame reserves the right to cancel this Contest at any time without obligation or prior notice.

In order to be declared an official winner, the Entrant must correctly answer a skill-testing mathematical question without mechanical or other assistance to be administered by telephone at a pre-arranged, mutually convenient time. The Entrant will be required to complete, sign and return to Hockey Hall of Fame, a Declaration and Release Form and photo identification providing proof of legal age and address within three (3) days of receipt. The Declaration and Release Form must be signed by the Entrant. If the selected Entrant fails to complete, sign and return the Declaration and Release Form to Hockey Hall of Fame within three (3) days and/or provides an incorrect answer to the skill-testing mathematical question, Hockey Hall of Fame reserves the right to void that entry and select another eligible Entrant for the Prize. By completing, signing and returning the Declaration and Release Form, the Entrant (i) confirms compliance with these Contest Rules, (ii) releases and forever discharges Hockey Hall of Fame, its affiliated companies, participating sponsors, contractors, agents, representatives and advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize, and (iii) gives permission to Hockey Hall of Fame, at its option, to publish or otherwise use the Entrant's name, address, photograph, Twitter Handle, voice and comments, without compensation, in any publicity carried out by Hockey Hall of Fame or its advertising agencies.

Should any entrant make any false statement in connection with his/her entry or participation in the Contest, such entrant shall be automatically disqualified from the Contest.

Hockey Hall of Fame will cover all shipping and handling costs in connection with the distribution of the Prizes to the Contest winners.

GENERAL RULES:

6. By entering the Contest, you agree to be bound by the Contest Rules and the decisions of Hockey Hall of Fame, which are final with respect to all matters relating to the Contest. In addition, all Contest Entrants agree to be bound by Twitter's "Terms of Service" and "Twitter Rules". Hockey Hall of Fame, in its sole discretion, reserves the right to disqualify any Entrant it finds to be in violation of these Contest Rules, Twitter's "[Terms of Service](#)", or "[Twitter Rules](#)". The Contest is in no way sponsored, endorsed or administered by, or associated with, Twitter. Any questions, comments or complaints regarding the promotion should be directed to Hockey Hall of Fame, not Twitter.
7. Hockey Hall of Fame and Twitter will not be responsible for late, lost, invalid, illegible, delayed, incomplete, stolen, or misdirected retweets/entries/prize claims. All entries/prize claims become the property of Hockey Hall of Fame, and will not be returned. No telephone contact or correspondence will be entered into except with the selected Entrant(s) and confirmed winner.
8. Hockey Hall of Fame and Twitter shall in no way bear any liability whatsoever regarding the Prize. In no event shall Hockey Hall of Fame nor Twitter be liable for any special, incidental, consequential, indirect or punitive damages arising out of or in connection with the Hockey Hall of Fame Twitter Handle, this Contest and/or the Prize, however arising, including negligence.
9. **DISQUALIFICATION:** Hockey Hall of Fame and Twitter are not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or

technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Contest, as determined by Hockey Hall of Fame will be disqualified. In the event any portion of this Contest is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Hockey Hall of Fame, which, in the sole opinion of Hockey Hall of Fame, corrupts, or impairs the administration, security, fairness or proper entry into the Contest, Hockey Hall of Fame reserves the right, at its sole discretion, to suspend or terminate this Contest.

10. By entering this Contest, you consent to the collection, use and sharing of information about you with Hockey Hall of Fame for the purpose of administering this Contest in accordance with the Hockey Hall of Fame Privacy Policy at located at www.hhof.com/html/privacy.shtml. Any inquiry concerning the retention and use of your entrant information should be addressed to Hockey Hall of Fame at swalters@hhof.com. "Tweets", including Twitter @Replies, are public. Your use of Twitter is subject to [Twitter's Privacy Policy](#).

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, TWITTER. YOU ARE PROVIDING YOUR INFORMATION TO HOCKEY HALL OF FAME AND NOT TO TWITTER.

11. All entries shall become the sole property of Hockey Hall of Fame.
12. The Contest is governed by the laws of the Province of Ontario, Canada.