



“Bell Hockey Fantasy Camp” Contest

From October 4, 2006 to January 2, 2007.

Entry Rules

1. CONTEST PERIOD

The “Bell Hockey Fantasy Camp” Contest (the “**Contest**”) is run by Bell ExpressVu Inc. in its capacity as General Partner of Bell ExpressVu Limited Partnership (“Bell ExpressVu”) (the “Sponsor”) and will take place in Canada from **6:00:01 a.m. (EST) on Wednesday, October 4, 2006** to **11:59:59 p.m. (EST) on Tuesday, January 2, 2007** (the “**Contest Period**”).

2. CONTEST GROUP ENTITIES

For the purposes of the Contest, the “Contest Group” is composed of the Sponsor, NHL (the National Hockey League), NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises, B.V., NHL Interactive CyberEnterprises, L.L.C. and the Member Clubs of the National Hockey League, together with their affiliates (including without limitation the parent, sister and subsidiary companies), retailers, franchisees, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity directly involved in the Contest (collectively, the “**Contest Group Entities**”).

3. ELIGIBILITY

The Contest is open to all individuals who:

- (i) reside in the provinces or territories of Canada;
- (ii) have reached the age of majority in their province or territory of residence as of the date of entering the Contest; and
- (iii) possess valid travel documentation, and are eligible to travel at the time of travel.

Employees of Contest Group Entities, as well as members of the immediate family (such as their father, mother, brothers, sisters or children) of such employees, their legal or common-law spouses or any persons with whom such employees reside are not eligible to enter the Contest.

4. METHODS OF ENTRY

- 4.1 There are two methods of entry into the Contest.

- 4.2 **First Method of Entry:** An entrant must be a Bell ExpressVu subscriber with an account in good standing and must also subscribe to the Bell ExpressVu NHL Centre Ice package, 2006/2007 season. You will then obtain one entry into the contest.
- 4.3 **Second Method of Entry: NO PURCHASE METHOD OF ENTRY.** An entrant may enter the contest without purchase by submitting an original handwritten essay between 300 and 1000 words telling us why you feel that you are the ultimate NHL fan OR alternately telling us a personal story about how the game of hockey touched your life. Included with each essay must be your full name (including middle initial), address (including postal code) and daytime telephone number (including area code), Bell ExpressVu account number (if applicable) and e-mail address. Entries must be postmarked before the end of the Contest Period to: Bell Hockey Fantasy Camp – Contest/Marketing, 100 Wynford Drive #300, Toronto, Ontario, M3C 4B4. Mailed entries are subject to the same entry conditions, eligibility requirements and other terms and conditions applicable to other entries.
- 4.4 **Limit of Entries:** There is a limit of one (1) entry per person and per address during the Contest Period, regardless of the method of entry.

5. PRIZES

- 5.1 There are a total of **nine (9)** prizes available to be won in the Contest.
- 5.2 **Prizes:** There are a total of **nine (9)** prizes available to be won. Each prize consists of a return economy air transportation for two (2) from the major Canadian international airport nearest to the winner's home to Phoenix, Arizona, three (3) night's accommodations (May 2 – 5, 2007, double occupancy, standard room) at the Wig Wam Golf Resort & Spa; ground transportation between the airport in Phoenix and the hotel, two (2) tickets and ground transportation to attend the Phoenix Coyotes vs. Columbus Blue Jackets game; 2 hour hockey game with NHL celebrities at the Desert Schools Coyotes Center (all regulation hockey equipment will be provided except for skates); round of golf at the Wig Wam golf course. Approximate total value: \$5,000 CDN each.

All expenses not expressly included in the above prize's description (including, without limitation, transportation (other than as detailed above in the Grand Prize), overnight layover, if any, meals, room service, taxes, gratuities, accident insurance, travel insurance, health/medical insurance, excess baggage costs, in-room movies, taxis, parking and other incidental costs) are the sole responsibility of the Winner and the Winner's guest. The Winner and Winner's guest must depart from and return to the same Airport. The Winner and the Winner's guest must be able to travel at the times and dates specified herein or forfeit the prize. The Winner and Winner's guest must ensure that they have proper travel documentation. The Winner and the Winner's guest are responsible for all required medical and travel related necessities and medical documentation

6. DRAWING

On Wednesday, January 3, 2007 at 10:00am (EST) in the City of Toronto, in the Province of Ontario at 100 Wynford Drive, Toronto, Ontario, nine (9) entries will be randomly selected from all entries received during the Contest Period.

7. ODDS OF WINNING

The odds of winning depend on the number of valid entries received during the Contest Period.

8. AWARDING OF PRIZE(S)

- 8.1 To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the official Contest rules, first (the "**Winner**"):
- a) Be reached by telephone by the Sponsor or its representatives within ten (10) days immediately following the selection of the entry;
 - b) Have correctly answered a mathematical skill-testing question set out on the declaration and release documents; and
 - c) Sign the Sponsor's form of declaration and release and return it to the Sponsor or its representatives at the address indicated on the declaration and release form within fifteen (15) days following its delivery by the Sponsor or its representatives.
- 8.2 **Disqualification:** If any one of the conditions mentioned above is not met, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner.
- 8.3 **Prizes Delivery:** Following receipt of the selected entrant's signed declaration and release form, the Sponsor or its representatives will contact the winners by telephone informing him or her of the method by which he or she may take possession of the prize. Please allow four (4) to six (6) weeks for delivery of same.

9. GENERAL TERMS AND CONDITIONS

- 9.1 **Verification of Entries:** The validity of any contest entry is subject to verification by the Sponsor. Any illegible, incomplete or fraudulent entries will be rejected. No photocopies, facsimiles, or other mechanical reproductions of entries are allowed. Any entrant or other individual who enters or attempts to enter the Contest in a manner which is contrary to these official Contest rules or which is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be rejected and that entrant or purported entrant will be disqualified. All decisions of the contest judges, who may be employees or independent contractors of the Sponsor, with respect to any and all aspects of the Contest, including without limitation the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Sponsor and none will be returned.
- 9.2 **Acceptance of Prizes:** All prizes must be accepted as described in these rules and cannot be transferred to another individual, substituted for another prize or exchanged in whole or in part for money, subject only to what is set out in Rule 9.3 below.

- 9.3 **Substitution of Prizes:** The Sponsor reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, a substitute prize of equivalent or greater value, including without limitation a cash award. If any activity relating to any prize is cancelled or postponed for any reason, the balance of that prize will be awarded in full satisfaction of prize award.
- 9.4 **Number of Prizes/Winners:** By entering the Contest, each entrant acknowledges that the Sponsor shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these official Contest rules. In the event that, for any reason whatsoever (including without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Sponsor reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, subject only to the prior approval of the *Régie des alcools, des courses et des jeux*, if required, in respect of the Province of Quebec, and to award the correct number of prizes among the correct number of winners, selected in accordance with these contest rules from among those eligible entries validly submitted prior to the termination of the Contest.
- 9.5 **Other Termination of Contest:** Without limiting the provisions of Rule 9.4 above, the Sponsor reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including without limitation any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Sponsor, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.
- 9.6 **Release and Exclusion of Liability:**
- a) General. By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: (i) to release, discharge, and forever hold harmless the Contest Group Entities, and their respective officers, directors, employees, shareholders, agents and other representatives (collectively, the “**Releasees**”) from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant’s participation or attempted participation in the contest, compliance or non-compliance with these contest rules and acceptance and use of the prize; and (ii) if selected as a potential Winner, to sign the Sponsor’s form(s) of declaration and release documentation (see Rule 8.1 above) in this regard before receiving his/her prize. The Releasees will not be responsible for lost, incomplete, late or misdirected Entries or for any failure of the Contest website during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting injury or damage to any person or property arising from, or relating to, that person’s or any other person’s participation or attempted participation in the Contest. 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 such an

attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

- b) The Winner's guest of the prize mentioned in rule 5.2 must be of age of majority and will be required to sign a release form stating the he/she releases the Releasees from any and all liability of any kind arising out of his/her participation in, and use of, a prize, and authorizes the Sponsor and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.
- 9.7 **Name/Image of Winners:** By entering the Contest, each winner authorizes the Sponsor and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.
- 9.8 **Communication with Entrants:** No communication or correspondence will be entered into with entrants, except for those individuals who have opted to receive additional information.
- 9.9 **Dispute – Québec Residents:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for resolution. Disputes about the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.
- 9.10 **Personal Information:** The personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to Bell's privacy policies, which are available at www.bell.ca/bellprivacy. No communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by Bell, unless the entrant has otherwise authorized Bell or one of its affiliates, as the case may be, to do so.
- 9.11 **Identity of the Entrant:** For the purposes of these rules, the entrant is the person whose name appears on the **Bell ExpressVu** account, in the case of other entries or, in the case of mailed entries, the person whose name is submitted as the entrant. It is to this individual that the prize will be awarded if selected and declared as the winner.