

**Civic Centre Naming Rights Promotion
Official Contest Rules & Regulations ("Contest Rules")**

Ottawa's 67's Hockey Club Promotion (the "Contest") is sponsored by Ottawa's 67's (1998) Hockey Club Limited (the "Sponsor"). The Contest commences July 15, 2009 at 9:00:01 a.m. Eastern Time ("ET") and closes September 24, 2009 at 6:00:00 p.m. ET (the "Contest Period").

Eligibility

1. Business Entry: Open to registered businesses (namely sole proprietorships, partnerships or corporations) in Canada, excluding Quebec businesses (a "Business"). Registered Quebec businesses are not eligible to enter. Individuals are not eligible to enter. The following businesses are not eligible to enter the contest: (a) businesses whose reputation or name could prove detrimental to the Sponsor's or the City of Ottawa's public image and/or whose name is deemed by the Sponsor to be obscene, defamatory or unlawful or whose name infringes the intellectual property rights or other rights of any other party, or is otherwise inappropriate in nature or content; (b) businesses whose main business is derived from the sale of tobacco, pornography, gaming, alcohol, the support of, or involvement in the production, distribution, and sale of weapons and other life-threatening products; (c) media businesses; (d) rental car businesses; (e) any business in which the Sponsor or the City of Ottawa has an exclusive business deal. The Sponsor reserves the right to refuse entry to the Contest including based on the above criteria and if the Business Entry or entrant does not comply with all other Contest Rules.
2. The entrant is the Business entity and not the representative who enters on behalf of the Business. Any representative who enters on behalf of the Business must have all required rights, permissions and approvals to enter the Contest and collect the Grand Prize and the Sponsor may require proof of such rights, permissions and/or approvals. Business Entries whose business name contains any trade-marks owned by a third party are not eligible without the expressed written consent of the trade-mark rights holder.
3. Employees, agents and representatives of the Sponsor or the City of Ottawa, their respective parent, affiliates, advertising and promotional agencies, including the contest judges, as well as immediate family members of, or those domiciled with, any of the foregoing, are not eligible to enter this Contest. "Immediate family" is defined as parents, siblings, children and spouse.

To Enter

4. Season Tickets Entry: Businesses that purchase a ticket package that includes two (2) Ottawa 67's Regular Season Tickets for the 2009/2010 and (1) Suite night (\$1000 plus GST) during the Contest Period and otherwise meet the entry requirements will be entered in the Grand Prize Draw. Ticket package must be purchased by calling 613-232-6767 ext. 305 or dealing directly with a member of the Sponsor's staff who can assist with the application process. Limit 3 Season Ticket Entries per Business. Season Tickets Entrants must be clear as to the Business entity represented by the Business Entry.

5. No Purchase Necessary Entry: Businesses can send in a “No Purchase Necessary Entry” by mail to the following address: “Attention: Pat Whalen - Ottawa 67’s Contest, 1015 Bank St. Ottawa, K1S 3W7”. The mail-in entry must contain a 500 word original and true handwritten (not typed) essay describing why the entrant’s Business name should be on the Ottawa Civic Centre despite the fact that the entrant’s Business has not supported the Ottawa 67’s by purchasing season tickets (the “Essay”). The most senior officer of the entrant’s Business must write and sign the Essay (and print their name and title on the Essay). In addition to the Essay, the No Purchase Necessary Entry must contain the entrant’s name, complete mailing address and telephone number. All No Purchase Necessary Entries must be post-marked by September 21, 2009 and received by the Sponsor by September 24, 2009 in order to be eligible. Limit 1 No Purchase Necessary Entry per Business. Entrants cannot submit an essay that has already been submitted either by themselves or another entrant. Sponsor reserves the right at any time to disqualify an entrant who submits an Essay that is deemed to be obscene, defamatory, unlawful, in any way breaches the Contest Rules, infringes the intellectual property rights or other rights of any other party, or is otherwise inappropriate in nature or content. Such entrant will not be eligible to win any prize.
6. By entering the Contest, each entrant grants the Sponsor an irrevocable, non-exclusive, assignable, sub-licensable, paid-up licence to use, reproduce, distribute, edit, adapt, copy and otherwise use (“Use”) his/her Essay (where applicable), its Business name and any variations to the name, its Business logo and any variations to the logo and the results of the prize for any purpose related to the Contest or the Ottawa 67’s or any other advertising conducted by or for the Sponsor in all forms of media. Entrant waives his or her moral rights, if any, in and to his/her Essay, Business name and name in favour of the Sponsor, and will ensure that its employees, contractors, officers, directors, agents and representatives, do the same. By entering the Contest, each entrant agrees that its/his/her Business name and logo are not an infringement of any trade-marks or other rights and there is no restriction on the use of the name or logo in any form by the entrant, by the Sponsor, the City of Ottawa or any of their licensees as required in order to accept and use the Grand Prize. Each entrant may be required to execute a license and release confirming the above before being confirmed a winner.

Grand Prize

7. There will be one (1) Grand Prize available to be won during the Contest Period, consisting of limited naming rights (based on the entrant’s Business name as described below) to Ottawa Civic Centre for approximately one Ottawa 67’s season (from approximately October 1, 2009 – July 1, 2010), which shall consist of:
 - Outdoor Signage: A single two sided sign fronting on Bank St.
 - In Arena Signage: In-ice around centre Ice Circle
 - Media Advertising: Business Logo (if any) in any print ads run by the Sponsor (in the Ottawa Citizen, Ottawa Sun and various community newspapers)
 - May be opportunity for Broadcast Mentions: approximately 3 mentions on the radio per Ottawa 67’s home game on the radio; approximately 3 mentions per game on home games broadcast on Rogers
 - Website: In the event of a winner with an appropriate website (as determined by the Sponsor in its sole discretion), a direct link from Ottawa67s.com
 - Game Day Ticket Stock: some form of Business name on home game Ottawa 67’s ticket stock (other than season tickets).

There will be no additional rights by the winner to use the chosen name except as set out above. The start date of October 1, 2009 for the various aspects of the Grand Prize is approximate and depends on the time it takes for the selected entrant to complete the requirements set out in these Contest Rules, for a chosen name to be finalized, and for the Sponsor to implement the various signage and ticket changes. The approximate retail value is \$300,000.

8. The potential winner's limiting naming rights will consist of having the right to have the Ottawa Civic Centre include some form of the winner's Business name for the duration of the Grand Prize. The Sponsor will work with the winner (including the winner's authorized representative) to determine an appropriate name. The Sponsor will have ultimate discretion and control over the chosen name. The winner may be required to execute all required documents, releases and licenses allowing the use of the chosen name and any logos as set out in the description of the Grand Prize and confirming that it has all rights, approvals and permissions to provide such documents, releases and licenses. In the event the terms of the Contest Rules cannot be met or an appropriate name cannot be determined, the potential winner will be disqualified and will not be eligible to claim a prize.
9. In the event that a winner or a winner's employees, officers, directors, contractors or representatives do anything that is deemed to be obscene, defamatory, unlawful or in any way breach the Contest Rules or infringe the intellectual property rights or other rights of any other party, or do anything that otherwise inappropriate in nature or content during the one season duration of the naming rights prize, as determined in the Sponsor's sole discretion, the Grand Prize (including all aspects of the naming rights) may be revoked by the Sponsor at any time and the winner will be entitled to no further or substitute prize.
10. The Grand Prize must be accepted as described in the Contest Rules and may not be transferred to another person, substituted for another prize, or exchanged in whole or in part. The refusal by an entrant to accept the Grand Prize, or part of the Grand Prize, releases and forever discharges the Sponsor and its agents of all obligations related to the Grand Prize, including delivery. In the event that, for reasons beyond their control and not related to the winner, the Sponsor or the contest judges are unable to award the Grand Prize or any part of the Grand Prize, as described in the Contest Rules, they will substitute the Grand Prize, in whole or in part, for something of equal or greater value at their sole discretion.

Grand Prize Draw

11. A random draw from amongst all eligible entries for the Grand Prize will be held on September 25, 2009 in Ottawa, Ontario. Odds of a winning the Grand Prize depend on the number of eligible entries received.

General Conditions

12. For all potential winners, attempts will be made to contact selected entrants by telephone within 48 hours of the selection date/draw date at the telephone number provided by the entrant in his/her entry. If selected entrant cannot be contacted by telephone within five (5) days of the first attempt to contact him/her, his/her entry will be disqualified and he/she will not win any prize, and another entrant may be selected via a new draw conducted from the remaining eligible entries received. This process may continue until such time as a winner is declared or there are no eligible entries remaining.
13. Proof of sending an entry does not constitute proof of receipt by Sponsor. Only one (1) entrant's name may appear on an entry.

14. To be declared the winner and claim the Grand Prize, the selected entrant (and an authorized representative) must:
 - a) be reached by telephone by the Contest Judges within the time prescribed above;
 - b) correctly answer a time-limited mathematical skill-testing question, without mechanical assistance of any kind;
 - c) be eligible according to these Contest Rules;
 - d) sign a Declaration, Licence and Release Form ("Release") confirming, among other things, the Sponsor's right to Use the winner's name, logo, likeness and Essay (where applicable) for any purpose related to the Contest or the Grand Prize or any other advertising conducted by or for the Sponsor in all forms of media and without further compensation, that will be sent to the selected entrant and return it, duly completed, by the date specified on the Release; and
 - e) be otherwise in compliance with the Contest Rules.

The Release will also require a selected entrant to (i) confirm, except where prohibited by law, acceptance of the Grand Prize as awarded, eligibility to participate in this Contest and compliance with these Contest Rules; (ii) release the Sponsor, the City of Ottawa and each of their parents, affiliates, subsidiaries, divisions, dealers, their advertising and promotional agencies, and the contest judges, and all of their respective employees, directors, officers, shareholders, representatives, contractors, agents, successors and assigns (collectively, the "Released Parties") from any liability and damages which could arise out of or in any way related to the Contest and from the awarding, receipt, possession and/or use or misuse of the Grand Prize, including in relation to any trademark or copyright infringement regarding the Grand Prize, the use of winner's name and logo and the chosen name or any form or variation of such names or logo as part of the Grand Prize and the use of the Essay (where applicable); and (iii) confirm that he/she has granted the licenses and waiver of moral rights described in Rule 6 and that the winner has all required licenses and permissions to use name and logo chosen as part of the Grand Prize and to allow the Sponsor, the City of Ottawa and any of their affiliates and licensees to use the name and logo chosen as part of the Grand Prize as desired.

15. Failure to comply with any of the above conditions or otherwise with these Contest Rules, will result in the disqualification of the selected entrant and he/she will not win any prize. In this event, at the sole discretion of Sponsor, a new draw to award the Grand Prize may be conducted from the remaining eligible entries received. This may continue until such time as a winner is declared or there are no eligible entries remaining. If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there is more than one potential winner for a given prize, there will be a draw from amongst all eligible prize claimants for that prize at the end of the Contest Period to award that prize.
16. Upon receipt of the completed Release and verification that the potential Grand Prize winner is eligible and in compliance with the Contest Rules, the Sponsor will notify the prize winner of the manner in which he/she will have to accept the prize. The Sponsor reserves the right to determine how the presentation of the prize will occur and this may be either at a media event, by mail, or in person.
17. By entering this Contest, the potential winner authorizes the Sponsor and its representatives, to use, in any related publicity, winner's name, photograph, image, video or likeness, any statements he/she/it may make regarding the prize, his/her/its place of residence (city and province only) and/or his/her voice.

18. All entries become the property of the Sponsor and will not be acknowledged or returned to entrants at any time. By entering this Contest, selected entrants authorize the Sponsor and its representatives to contact them directly using contact information provided in their Contest entry.
19. The Contest is void where prohibited by law and is subject to all Federal, Provincial and Municipal laws and regulations. The Contest and these Contest Rules will be exclusively governed by and construed in accordance with the laws of Ontario.
20. Entries are subject to verification by the contest judges. By entering this Contest, each entrant agrees and acknowledges that the Released Parties (as defined in Rule 14) are not responsible for and shall not be liable for (i) late, lost, delayed, not received, damaged, misdirected, incomplete, stolen, fraudulent or illegible entries (all of which entries shall be automatically void and not eligible for a prize); (ii) any notification that is lost or not received by an entrant; and (iii) any injury or other damage to person or property of any kind or any other liability, which may be caused, directly or indirectly by participating in the Contest or is otherwise related to the Contest or the Grand Prize. The Sponsor reserves the right, to void any entry and/or cancel, extend or modify the Contest in whole or in part without notice for any reason including if, in its sole discretion, it determines that for any reason the Contest is not capable of running as originally planned, or fraud, technical failures, human, printing or distribution errors, or any other causes or occurrences have compromised the administration, safety, fairness or integrity of the Contest. The Contest Rules are subject to change at the discretion of the Sponsor, without notice to entrants. Any person entering the Contest or trying to do so by any means which go against the intention of the Contest Rules will be automatically disqualified and the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.
21. By entering the Contest, entrants accept and agree to be bound by the Contest Rules and the decisions of the Sponsor and the contest judges, which are final, binding and conclusive on all matters related to the Contest.
22. In the event of any conflict with any Contest details contained in these Contest Rules and Contest details contained in any form of promotional materials or media (Contest Materials), the details of the Contest set forth in the Contest Rules shall prevail.
23. By entering the Contest, each entrant permits the Sponsor, its agents, promotional agencies, representatives, and contest judges to collect the information submitted with the entry and to use it to administer the Contest. Entrants also permit the Sponsor to use this information to promote to you, products and services that may be of interest to you, if indicated by you.