

NEED FOR JETSPEED CHALLENGE BY CCM HOCKEY

Official Rules, Terms and Conditions

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE CONTEST IS IN NO WAY SPONSORED, ENDORSED, OR ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK, INSTAGRAM, OR TWITTER.

The Need for JetSpeed Challenge by CCM Hockey (the “**Contest**”) is sponsored by Reebok-CCM Hockey, 3400 Raymond-Lasnier, Montreal (Quebec) H4R 3L3 CANADA (the “**Sponsor**”). The Contest is governed by these Official Rules, Terms and Conditions (collectively, the “**Official Rules**”). The Contest is subject to all federal, state, provincial and local laws and regulations and is void where prohibited by law. ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

1. Eligibility:

The Contest is open only to legal residents of Canada (excluding Quebec) and the United States of America and the District of Columbia (excluding all U.S. territories and possessions and all overseas military installations), who are 14 years of age or older at the time of entry. You are not eligible if you are a corporate affiliate, subsidiary, advertising or promotion agency; b) a member of the immediate family (defined as parents, children, siblings, spouse, and life partners wherever they live) of employees, representatives or mandataries of the Sponsor or anyone who is domiciled in the household, whether related or not, of any employee, representative or mandatary of the Sponsor.

2. Agreement to the Official Rules: Participation in the Contest constitutes entrant’s full and unconditional agreement to the Official Rules and the Sponsor’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. Timing: The Contest begins on March 1, 2017 12:01 AM Eastern Time (“ET”), and ends on March 31, 2017 at 11:59 PM ET (the “**Entry Period**”). The Sponsor’s computer is the official time-keeping device for the Contest.

4. How to Enter:

CCM will post a video of CCM endorsee Nathan Mackinnon performing a skating drill, demonstrating speed. In the video, he will challenge CCM followers on Twitter, Instagram, and Facebook to do the same drill and to try and beat his time. The random draw is open to anyone who posts a video. Regardless of how long it took participants to complete the drill, participants will be entered into the random draw.

To enter the Contest, entrants will need to upload and to share an original video taken by the entrant (the “**Submission**”) of how entrant completes the same drill as Nathan Mackinnon while trying to beat his time to their Instagram, Twitter or Facebook account (“**Account**”). **Your Submission must contain the hashtags #NeedForJetSpeed #Entry and must meet all the guidelines and restrictions in the Official Rules for you to be eligible for a prize.** In order for the Sponsor to contact you and for you to redeem your prize, the settings of your Account for

the media where you have uploaded your Submission must permit the public to view your Account.

Entrants' Submissions may or may not be further shared via the CCM social network pages.

If you are under the age of 18 or under the age of majority in your state, province or territory of legal residence, then, before entering the Contest (and thereby agreeing to these Official Rules), you must obtain permission from your parent or legal guardian to accept the Official Rules and participate in the Contest. **IF YOU ARE 13 YEARS OLD OR YOUNGER YOU MAY NOT ENTER THE CONTEST OR SUBMIT ANY INFORMATION OR VIDEO.** By entering the Contest, you represent and warrant that (i) you are 14 years old or older as of the time of entry; (ii) you are fully able and competent to enter into and comply with the Official Rules; and (iii) either (a) you are over the age of majority in your state, province or territory of legal residence; or (b) you have consent from your parent or legal guardian. As a condition to winning a prize, the Sponsor may require you to provide a copy of the Official Rules signed by your parent or legal guardian.

Entrants may access their Accounts through the Instagram, Twitter or Facebook application on his/her mobile device or computer ("**Device**"). If entrants do not have the Instagram, Facebook or Twitter App, entrants may download it through the application store on his/her Device.

Your use of apps is subject to the relevant terms of use, service and any other condition imposed. To visit Instagram, Twitter and Facebook's Terms of Use/Service, please visit:

- Instagram Terms of Use located at <https://help.instagram.com/478745558852511>
- Twitter Terms of Service located at <https://twitter.com/tos?lang=en>
- Facebook Terms of Service located at <https://www.facebook.com/terms>.

When you enter the Contest using a mobile Device, your wireless service provider's data rates apply. Entrants should consult their wireless service provider's pricing plan for details. You agree to incur any charges demanded by your wireless carrier. Entrants should check their Device's features for capabilities and check the Device manual for specific use instructions. By entering a Submission, you agree that it conforms to the Guidelines and the Content Restrictions (as set forth below) and that the Sponsor may disqualify you from the Contest, in its sole discretion, if your Submission does not comply with the Guidelines and the Content Restrictions or is otherwise not in compliance with the Official Rules.

Except as otherwise contemplated in the Official Rules, personal information collected in connection with the Contest will be used in accordance with the online privacy policy available at <http://ccmhockey.com/en/privacy-policy>.

Submissions may not be sent via e-mail or in hard copy or any other physical form. The Sponsor is not responsible for Submissions that for any reason are lost, late, incomplete, invalid, un-intelligible, or misdirected, for malfunctions of electronic equipment, computer hardware, or software, or for downloading or data entering problems or other technical problems or human error related to entries or the Contest.

Submissions shall follow the following guidelines (the "**Guidelines**") and content restrictions (the "**Content Restrictions**"):

Guidelines:

- The Submission format and size must comply with Instagram, Twitter and Facebook limitations (as applicable);
- The Submission must comply with Instagram, Twitter and Facebook terms and conditions (as applicable);
- The Submission must include the hashtags #NeedForJetSpeed #Entry;
- The Submission must be your own, individual work and free of any rights from any third party; and
- The Submission cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means.

Content Restrictions:

- The Submission must not include any private information of a third party such as name, address, phone number or email address;
- Entrants should make best efforts to be the only person who is identifiable in the Submission. If any individual, other than the entrant, appears in a Submission, such entrant must have permission to use any third party's name and likeness and to grant such rights to the Sponsor. Entrant must be able to provide such permission to the Sponsor upon request. In the event the Sponsor determines, in its sole discretion, that an individual, other than entrant is identifiable in the Submission, such person(s) (or such person'(s) parent or legal guardian if they are not 18+ years of age or the age or majority in their jurisdiction) may be required to sign a release agreement, which will be made available if requested by Sponsor. Such release agreement executed by the relevant persons may be required in order to be deemed an official winner of a prize. Failure to provide such a release may result in disqualification of the entry from the Contest. By participating in the Contest, entrant grants the Sponsor permission to use his/her name, likeness, and photograph, for future advertising and publicity purposes in connection with the Contest in any and all media without additional compensation, notification or permission, unless restricted by law.
- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not disparage the Sponsor, its products or services or any other person or party affiliated with the promotion and administration of the Contest;
- The Submission must not contain brand names, brand logos, or trademarks, without permission, to the extent permission is necessary, other than those owned by the Sponsor, which entrant has a limited license to use to create and enter a Submission in the Contest;

- The Submission must not contain text, images, artwork, or music not created exclusively by the entrant;
- The Submission must not contain material that the Sponsor deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that the Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where video is created.

Limit: Each Entrant may submit one (1) Submission per platform per day.

Multiple entrants are not permitted to share the same email address or Instagram, Twitter or Facebook Account or submit the same Submission. Any attempt by any participant to submit more than the stated number of Submissions by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void all of the entrant's Submissions and that entrant may be disqualified from the Contest and any of the Sponsor's other contests.

Posting and/or publicly sharing a Submission constitutes entrant's consent to give the Sponsor a royalty-free, irrevocable, transferable, assignable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign documentation that may be required by the Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission or any portion thereof. In the event of a dispute as to the owner of any Submission, the Authorized Account Holder of the email address used to register for that Account will be deemed to be the entrant and he/she must comply with the Official Rules. The "**Authorized Account Holder**" is the natural person assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being the Authorized Account Holder.

5. Winner Drawing and Requirements: On or about April 3, 2017 (the "**Drawing Date**") at approximately 1:00 PM ET, in the offices of Reebok-CCM Hockey located at Montreal, province of Québec, the Sponsor will conduct a random drawing from the total eligible entries received.

The Sponsor will notify the potential prize winner via a comment or direct message from @CCMHockey on the potential prize winner's Instagram, Twitter or Facebook Account used to enter the Contest. The potential winner will be required to take the specified steps provided in the message with the requested contact information within 48 hours of receiving the win notification and will need to provide a written affirmation and warranty of ownership of the Submission and rights to use likenesses, and all the other documents required pursuant to the Official Rules, such as a Declaration of Compliance and Release of Liability documents in accordance with the Content Restrictions and Section 8, within 5 days of notification. If a

potential winner cannot be contacted within the required time period, fails to respond with the requested contact information and to provide the required documentation/assurances within the required time period, or does not comply with the Official Rules, the potential winner will be disqualified and forfeits the prize. If a prize is forfeited or returned as undeliverable, the Sponsor may award the applicable prize to a runner-up from the Entry Period, up to 3 alternates, after which the applicable prize will remain un-awarded.

Acceptance of any prize shall constitute and signify winner's agreement and consent that the Sponsor and its designees may use the winner's name, city, state, likeness and voice captured in the Submission, if applicable, Submission, and/or prize information in connection with the Contest for promotional, advertising or other purposes, in any manner, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Winner accepts and acknowledges that the Sponsor shall not be obligated to use the Submission and that the Sponsor in its sole discretion shall have the right to refrain from using the Submission. The Sponsor shall not incur any liability whatsoever to the extent the Sponsor chooses to refrain from any exploitation of its rights hereunder. Winner will indemnify the Sponsor, Released Parties (as defined in Section 8 below) and any licensee of the Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of the Official Rules. Prizes will be delivered to the winners 4 - 8 weeks following the Drawing Date by courier.

If a potential winner is a Canadian resident: The selected entrant must first correctly answer a mathematical skill-testing question, without assistance of any kind, whether mechanical or otherwise.

6. Prizes:

Five (5) winners will each win one (1) pair of JetSpeed FT1 skates.

Aggregate retail value (ARV) of each prize: \$999.99 CAN. Total value of all prizes: \$4,999.95 CAN.

If the potential winner is a minor in the state, province or territory of his/her residence, a) he/she will need to provide the Sponsor with their parent/legal guardian's email address and phone number; and b) their parent/legal guardian must claim the Prize and the Prize will be awarded in the name of the winner's hockey team.

Prizes are awarded "as is" with no warranty or guarantee, either express or implied. No substitution, exchange or transfer of prize by any winner. Prizes cannot be redeemed for cash. The Sponsor reserves the right to substitute any prize for one of comparable or greater value, at its sole discretion. **Limit: One (1) prize per hockey team even if two (2) entrants from the same hockey team are selected.**

Decisions of the Sponsor are final and binding with respect to all matters related to the Contest. In no event shall the Sponsor be obligated to award more prizes than the number of prizes stated in the Official Rules.

For US residents only: Winner shall be responsible and liable for all applicable federal, state and local taxes on the value of the entire prize. If required by the Sponsor, the winner must complete and return to the Sponsor an IRS Form W-9 that reflects winner's taxpayer identification number

or social security number. The winner will receive from the Sponsor an IRS form 1099-MISC at the end of the calendar year, and a copy of such form will be filed with the IRS.

7. General Conditions: If for any reason, the Contest is not capable of running as planned by reason of infection by computer virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor, which, in the sole opinion of the Sponsor, may corrupt or affect the administration, operation, security, fairness, integrity or proper conduct of the Contest as contemplated by the Official Rules, the Sponsor reserves the right, in its sole discretion, without prior notice, to cancel, terminate, modify or suspend the Contest (or any portion thereof), and to select the winners for the Entry Period(s) at issue, from the non-suspect, eligible Submissions received for the Entry Period prior to the action taken, as the Sponsor deems fair and appropriate.

The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Official Rules or any other contest, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Contest may be in violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages (including attorneys' fees) and other remedies from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of the Official Rules shall not constitute a waiver of that provision.

8. Release and Limitations of Liability: Except where prohibited, by participating in the Contest, entrant agrees to release and hold harmless the Sponsor, Facebook, Inc., Instagram, Inc., Twitter, Inc., and their respective related companies, parents, subsidiaries, affiliates, and their respective agents and agencies, promotional partners, prize partners, and their respective officers, directors, employees and agents (collectively, the "**Released Parties**") from and against any claim or cause of action arising out of participation in the Contest or use of the prizes, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest or the processing of Submissions; (e) late, lost, stolen, illegible, inaccurate, delayed, misdirected or undeliverable Submissions, posts, mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

To receive a prize, entrant may be required to sign a Declaration of Compliance with the Official Rules and a Release of Liability to the above effect. If the selected entrants are under the age of majority in their Province/state of residence, their parent or guardian may be required to sign a Declaration and Release of Liability form to the above effect. Declaration and Release documents must be returned within the time period indicated in the documents or the prize will be forfeited.

9. Personal Information: By participating in the Contest, entrant grants the Sponsor permission and consent to collect, distribute and use his/her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address), his/her name, his/her likeness, his/her photograph and his/her voice captured in the Submission, if applicable, for the purposes of implementing, administering and fulfilling the Contest, as well as

for future advertising and publicity purposes in connection with the Contest in any and all media without additional compensation, notification or permission, unless restricted by law.

10. Governing Law: All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules, or the rights and obligations of entrants and the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the United States, the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules or provisions. Entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Massachusetts or the appropriate Massachusetts state court; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs, but in no event including attorneys' fees, disbursements or court costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket costs.

11. Winners List: To find out the name of the winners, please send an email after April 30, 2017, to marketing@reebokccm.com. Requests must be received by June 1, 2017.