

## **Contest Rules**

Sport Chek / Atmosphere / Hockey Experts Customer Survey Contest –  
(the "Contest")

### **NO PURCHASE NECESSARY TO ENTER OR WIN PRIZE.**

#### **SPONSOR**

The Sponsor of the Contest is:

Sport Chek / Atmosphere / Hockey Experts, owned and operated by FGL Sports Ltd.  
(collectively the "Sponsor")  
824 41 Avenue NE  
Calgary, Alberta  
T2E 3R3

#### **ELIGIBILITY**

To be eligible, you must be a legal resident of Canada (excluding residents of Quebec) and have reached the age of majority in the province or territory in which you reside at the time of entry. You are not eligible if you are (or you live with) an employee, officer, director, representative, agent, consultant or supplier of the Sponsor or Market Force Inc. ("Market Force") or any of their respective parents, subsidiaries, affiliates, or licensees (collectively, "Promotion Entities"). Sponsor reserves the right to verify the eligibility of the potential winners.

#### **CONTEST PERIOD:**

The contest starts at 12:01 a.m. CST February 1, 2013 and ends on January 31<sup>st</sup>, 2014 at 11:59 p.m. CST (the "Contest Period").

#### **HOW TO ENTER**

You will be automatically entered after completing the customer survey on the [www.sportcheksurvey.ca](http://www.sportcheksurvey.ca), the [www.atmospheresurvey.ca](http://www.atmospheresurvey.ca), the [www.hockeyexpertssurvey.ca](http://www.hockeyexpertssurvey.ca), websites (each a "Client Contest Website" and collectively the "Client Contest Websites"), or by completing the telephone version of the survey by dialing 1-866-364-0818; (the "Customer Survey")

If you have been invited to complete a Customer Survey by receiving an invitation on a cash register receipt at a participating Sport Chek, Atmosphere or Hockey Experts location (the "Invitation"), complete the Customer Survey via the applicable Client Contest Website or by phone. To complete the Customer Survey enter the survey code found on the Invitation. A maximum of one (1) Customer Survey completion per Invitation is allowed. Each Customer Survey completed will receive one (1) entry to the Contest.

To enter without an Invitation or without completing a Customer Survey, mail a written request with the following information enclosed: first name, last name, home telephone number, and e-mail address (if any) to:

Sport Chek / Atmosphere / Hockey Experts Customer Survey Contest  
c/o Market Force Inc.  
185 Stradbrook Ave  
Winnipeg, MB, Canada  
R3L 0J4

Limit of one request per post-marked envelope. Each mailed entry must be completed by hand and not duplicated. Mailed entry requests must be received within the Contest Period and will be entered in the draw for the calendar month in which they are received and are not eligible for future months' draws.

Receipt of entries will not be acknowledged, and proof of submission of an entry will not be deemed proof of receipt. Promotion Entities have no obligation to advise an entrant of an incomplete or otherwise non-

compliant entry. Promotion Entities are not responsible for late, invalid, incomplete or misdirected entries, which will be disqualified. All information provided in each Customer Survey becomes the exclusive property of the Sponsor and will not be returned. For Customer Survey entries, in the event of a dispute, the entrant will be the person in whose name the e-mail account is held.

Entries obtained through fraudulent means or through an abuse of the Contest or in any way tampered with, forged, mutilated, illegible, incomplete or mechanically reproduced may, at the sole discretion of the Sponsor, be disqualified.

## **PRIZES**

A total of TWO (2) gift cards with a value of \$500 each are available to be won each calendar month during the Contest Period. If the entry was received via the Sport Chek or Atmosphere survey websites, the gift card will be able to be redeemed at any Sport Chek or Atmosphere store across Canada. If the entry was received via the Hockey Experts survey website the gift card will be able to be redeemed at any Hockey Experts store across Canada (excluding Quebec).

TWO (2) \$500 Gift Cards will be awarded for each calendar month during the Contest Period. For entrants to be eligible for the monthly draw, entries must be received before 11:59 p.m. CST on the last day of the calendar month immediately preceding the month in which the draw is made. Entries eligible in respect of any calendar month's draw are not eligible for any future months' draws.

## **THE DRAWING**

The Prizes (twenty-four in total) will be awarded by random computer generated draws (one draw per month during the Contest Period, 12 draws in total) from all eligible Contest entries received during the applicable Contest Period. Each draw to be held at 12:00pm at 185 Stradbrook Ave, Winnipeg, MB, R3L 0J4 Canada on the following dates (or closest business day after the date):

- |   |                                     |
|---|-------------------------------------|
| 1. Draw for Contest Period 1 (February 1 <sup>st</sup> to February 28 <sup>th</sup> , 2013)   | – March 15 <sup>th</sup> , 2013     |
| 2. Draw for Contest Period 2 (March 1 <sup>st</sup> to March 31 <sup>st</sup> , 2013)         | – April 15 <sup>th</sup> , 2013     |
| 3. Draw for Contest Period 3 (April 1 <sup>st</sup> to April 30 <sup>th</sup> , 2013)         | – May 15 <sup>th</sup> , 2013       |
| 4. Draw for Contest Period 4 (May 1 <sup>st</sup> to May 31 <sup>st</sup> , 2013)             | – June 15 <sup>th</sup> , 2013      |
| 5. Draw for Contest Period 5 (June 1 <sup>st</sup> to June 30 <sup>th</sup> , 2013)           | – July 15 <sup>th</sup> , 2013      |
| 6. Draw for Contest Period 6 (July 1 <sup>st</sup> to July 31 <sup>st</sup> , 2013)           | – August 15 <sup>th</sup> , 2013    |
| 7. Draw for Contest Period 7 (August 1 <sup>st</sup> to August 31 <sup>st</sup> , 2013)       | – September 15 <sup>th</sup> , 2013 |
| 8. Draw for Contest Period 8 (September 1 <sup>st</sup> to September 30 <sup>th</sup> , 2013) | – October 15 <sup>th</sup> , 2013   |
| 9. Draw for Contest Period 9 (October 1 <sup>st</sup> to October 31 <sup>st</sup> , 2013)     | – November 15 <sup>th</sup> , 2013  |
| 10. Draw for Contest Period 10 (November 1 <sup>st</sup> to November 30 <sup>th</sup> , 2013) | – December 15 <sup>th</sup> , 2013  |
| 11. Draw for Contest Period 11 (December 1 <sup>st</sup> to December 31 <sup>st</sup> , 2013) | – January 15 <sup>th</sup> , 2014   |
| 12. Draw for Contest Period 12 (January 1 <sup>st</sup> to January 31 <sup>st</sup> , 2014)   | – February 15 <sup>th</sup> , 2014  |

One (1) \$500 gift card will be awarded to the first 2 entries drawn each month that comply with each of the Contest Rules (the "Selected Entrants"). If a Selected Entrant chooses not to accept the prize, the prize will be deemed to be forfeited and no substitution or other compensation will be awarded.

The Selected Entrant will be contacted by telephone or email, must correctly answer a mathematical skill-testing question prior to awarding of prize, and will be required to sign and return (within 14 days of receipt) a declaration and release, as requested by Sponsor. If the Selected Entrant does not correctly answer the skill-testing question, does not comply with the Contest Rules, does not fully complete and return the declaration and release within the allotted time, or cannot be contacted within 7 days of the draw date, that Selected Entrant will be disqualified and an alternate entrant will be randomly selected from the eligible entries received for that particular month's draw. The prize will be mailed to the winner.

## **CHANCES OF WINNING:**

The chances of winning depend on the number of eligible entries received. Purchase will not increase your chances of winning.

## **LIMITATION OF LIABILITY**

By entering, entrants agree that the Promotion Entities shall not bear any liability for, and entrants agree to release, indemnify and hold Promotion Entities and their respective parents, subsidiaries, successors, assigns, affiliates, partners, agents, employees, representatives, officers, directors and shareholders harmless from any injuries, losses, damages, claims, actions and any liability of any kind resulting in whole or in part, directly or indirectly from entrant's participation in the Contest or acceptance, possession or use of any prize that may be won. Void where prohibited or restricted by law.

## **OTHER RULES**

Entry into the Contest constitutes an entrant's acceptance of these Contest Rules, which are also available at [www.sportcheksurvey.ca](http://www.sportcheksurvey.ca), [www.hockeyexpertssurvey.ca](http://www.hockeyexpertssurvey.ca) and [www.atmospheresurvey.ca](http://www.atmospheresurvey.ca). All decisions of the Sponsor will be final and binding on all entrants. The Contest is subject to all applicable federal, provincial and municipal Laws.

The Promotion Entities shall not bear any liability for (a) entries which are lost, stolen, illegible, incomplete (or otherwise improperly completed), misdirected, delayed or destroyed (including, as a result of failure of the Client Survey or technical problems or traffic congestion on the Internet/telephone); (b) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software, failed network connections, communication failures or other circumstances affecting, disrupting or corrupting the Contest in any manner, including without limitation, receipt of entries, entrants' ability to participate in the Contest, prize notification or entrant response to notification, for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any web site, or any combination of the foregoing; (c) the loss, theft or misuse of the prize, or (d) any property damage, personal injury or misfortune in any way attributable to this Contest or the acceptance, possession or use of the prize (including, in the case of on-line entries, injury or damage to any telephone network or lines, on-line systems, servers, access providers, computer equipment or software) or resulting from downloading any material from the Client Contest Websites.

The Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend the Contest for any reason and without notice including, without limitation, should a virus, bug or other cause beyond the reasonable control of the Promotion Entities corrupt the security or proper administration of 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. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way.

Promotion Entities are not responsible for any typographical or other errors in the offer or administration of the Contest, including, but not limited to, errors in the printing or posting of the offer or official rules, the selection and announcement of any winner, or the distribution of any prize.

All prizes are non-transferable except by Sponsor. No substitution or cash equivalent of a prize is permitted; however Sponsor reserves the right to add or delete participating locations at its discretion, and to substitute the prize with one of equal or greater value, without notice. Sponsor will not replace any lost or stolen prizes.

The Promotion Entities make no warranties, guarantees or representations of any kind concerning the prizes, including without limitation, as to the condition, fitness or merchantability of any of the prizes and disclaim any implied warranty.

As a condition of participating in the Contest, each entrant agrees that any dispute or cause of action arising out of or connected with the Contest shall be resolved individually, without resort to any form of class action proceeding, and exclusively before a court located in the province of Alberta and that the court shall apply the laws of the province of Alberta doctrines of conflict of law and that you agree to be

subject to personal jurisdiction in the province of Alberta. Further, each entrant agrees to waive all rights to claim punitive, incidental or consequential damages, or any other damages, including legal costs or attorneys' fees, other than the entrant's out-of-pocket expenses associated with entering the Contest.

#### **PUBLICITY**

No correspondence will be entered into except with the Selected Entrants who qualify to win the prizes. By entering, each winner consents and grants the Sponsor permission to use and disclose the winner's name, city of residence, comments and/or likeness, for future marketing, advertising and publicity purposes without payment of further compensation beyond the awarding of the prize, except where prohibited by law.

#### **PERSONAL INFORMATION / PRIVACY**

The personal information (name, telephone number & email address) you are providing to enter the Contest will be (i) collected by Market Force Information, (ii) used to contact individuals who have indicated in the survey that they would like to be contacted by the Sport Chek / Atmosphere / Hockey Experts customer service department and to administer the Contest, contact prize winners, and verify eligibility and identity of prize winners and for no other reason, and (iii) accessible only to employees of the Promotion Entities directly involved in the Contest and employees of Sponsor in the customer service or operations department and will not be disclosed to other persons.

By entering the Contest, each entrant consents to the collection, use and disclosure of his or her personal information by the Promotion Entities for the purposes of administering the Contest.

For more information about the Sponsor's commitment to your privacy, please review the Promotion Entities privacy policies online at

<http://www.sportchek.ca/helpdesk/index.jsp?display=safety&subdisplay=privacy>; or

[http://www.atmosphere.ca/atmosphere/privacy\\_policy.html](http://www.atmosphere.ca/atmosphere/privacy_policy.html); or

[http://www.hockeyexperts.ca/customer\\_support/privacy\\_policy.shtml](http://www.hockeyexperts.ca/customer_support/privacy_policy.shtml); or

You can also contact us or otherwise communicate your privacy concerns by e-mailing us at [privacy@forzani.com](mailto:privacy@forzani.com).

#### **WINNERS**

To find out the names of the winners please contact Sport Chek / Atmosphere / Hockey Experts customer service at 1-877-977-2435 within 45 days of the Contest Closing Date