

2016-17 ENERGIZE OIL COUNTRY CHALLENGE presented by Cenovus and powered by Jumpstart (the “Challenge”)

OFFICIAL RULE

1. **SPONSOR:** This Challenge is conducted and sponsored by Oilers Entertainment Group Canada Corp., Cenovus Energy Inc., and Canadian Tire Jumpstart Charities (collectively, the “Sponsor”).
2. **CHALLENGE SUMMARY:** This Challenge will be held between January 9, 2017 and March 19, 2017 (the “Entry Period”). The Challenge is open to Grade 1 through Grade 9 classrooms across Oil Country and aims to engage participants in regular physical activity. The Challenge consists of: (a) a weekly classroom challenge where each student in a classroom strives to complete sixty (60) minutes of physical activity each day (the “Daily Physical Activity Challenge”); (b) three (3) mini challenges (each a “Mini Challenge”) for classrooms to complete; and (c) ten (10) social media challenges (the “Social Media Challenges”). There is one (1) Grand Prize available to be won for the Daily Physical Activity Challenge (the “Grand Prize”); one (1) prize for each of the three (3) Mini Challenges; and ten (10) Social Media prizes (one (1) each week during the Entry Period).
3. **ELIGIBILITY:** This Challenge is open to Grade 1 through Grade 9 classrooms in Oil Country (defined as any locations in Alberta north of and including the City of Red Deer, Alberta) with a minimum of five (5) students in the classroom (“Eligible Classroom”). A teacher or administrator is not eligible to enter their classroom, if during the Entry Period, they are an employee or partner of the Sponsor or a member of the immediate family (defined as mother, father, brother, sister, son, daughter and husband or wife, regardless of where they reside) or household of any of the above persons, their respective affiliates, agents, licensors, associates, representatives and advertising agencies. A teacher or administrator must ensure any children participating in the classroom have received permission from their parents and completed the provided waiver. All decisions regarding eligibility to enter this Challenge will be determined by the Sponsor in its sole discretion. This Challenge is void where prohibited by law.
4. **CHALLENGE SCHEDULE:** To enter, a teacher or administrator for an Eligible Classroom must properly complete a Challenge registration form located at www.edmontonoilers.com before 11:59 p.m. Mountain Time on November 20, 2016. The first two hundred fifty (250) classrooms to register will be provided with a starter kit. The Challenge commences on January 9, 2017 and closes March 19, 2017 at 11:59 p.m. Mountain Time (the “Draw Closing Time”). Entries must be received by the Sponsor before the Draw Closing Time to be selected to win a Grand Prize.
5. **NUMBER OF PRIZES AND CHANCES OF WINNING:** Prizes for the Challenge consist of one: (1) Grand Prize, three (3) Mini Challenge prizes and ten (10) Social Media prizes. Prizes are described in paragraph 6 below. The chances of winning the prizes will depend on the number of Eligible Classrooms participating in accordance with these rules during the Entry Period.
6. **PRIZES: Grand Prize.** There will be one (1) Grand Prize consisting of an opportunity for the winning classroom to watch an Edmonton Oilers home game on April 9, 2017 (the “Game”), which includes fifty-two (52) tickets to the Game, ground transportation from the winning classroom’s home city to Rogers Place and if the Selected Classroom is located one hundred (100) kilometers from Rogers Place then one (1) night standard hotel accommodation (based on quadruple occupancy) will be provided. The approximate value of the Grand Prize is up to \$33,000.00.

Mini Challenge: The Mini Challenge prizes consist of: Mini Challenge 1: Get Energized/Workout event with trainer with a total approximate value of \$1,150.00; Mini Challenge 2: Lunch & Learn event with Oilers trainers with a total approximate value of \$1125.00; and Mini Challenge 3: Oilers pep rally with Oilers trainers with a total approximate value of \$875.00.

Social Media. There will be ten (10) social media prizes available consisting of one (1) Oilers Energize Oil Country loot bag (the “Loot Bag”) for the winning classroom. The approximate value of each Loot Bag is \$165.00 Canadian Dollars.

The above noted prizes are not transferable and must be accepted as awarded with no substitutions, except at the Sponsor’s sole discretion. Any income taxes and any other expenses not explicitly specified as part of the above noted prizes herein, including without limitation transportation, parking, gratuities, entertainment, food and beverages, and other souvenirs and items, are the Winner’s sole responsibility. The Sponsor reserves the right to substitute a prize of equivalent monetary value if it is unable to award any prize as described. The Sponsor will not be responsible, however, if weather conditions, event cancellations, or other factors beyond the Sponsor’s reasonable control prevent the prize from

being fulfilled. In any such event, the Winner will not be provided with a substitute prize or cash equivalent. The prizes will only be granted to the verified Winner.

- 7. HOW TO ENTER:** No purchase is necessary to enter this Challenge. To enter, a teacher or administrator for an Eligible Classroom must fill out properly and completely a Challenge registration form located at www.edmontonoilers.com before 11:59 p.m. Mountain Time on November 20, 2016. There is a limit of one registration per Eligible Classroom. Registration forms will only be accepted online. Illegible, incomplete, late or garbled registration forms will be disqualified. No registration forms will be accepted by any other means, including, but not limited to, regular postal mail.

Grand Prize.

Once registered, an Eligible Classroom can secure entries into the Grand Prize draw by:

- (a) each student engaging in sixty (60) minutes of physical activity each day over a ten (10) week period from January 9, 2017 through March 19, 2017 (“Weekly Exercise”). Teachers or administrators of an Eligible Classroom must track and submit Weekly Exercise participation data through the Challenge website. Depending upon the percentage of students in an Eligible Classroom completing the Weekly Exercise, each Eligible Classroom can secure up to ten (10) entries each week for the Grand Prize draw. For example, an Eligible Classroom consisting of 25 students where 19 students successfully complete the Weekly Exercise constitutes a participation of 76%; this participation rate is rounded and to the closest number and would secure an Eligible Classroom with 8 out of 10 available entries for the week; and
- (b) completing each of the three (3) Mini Challenges that will be published on the Challenge website. The completion and submission of each Mini Challenge will secure an Eligible Classroom ten (10) entries into the Grand Prize draw.

An Eligible Classroom can secure a maximum of one hundred (100) entries through the Weekly Exercise and sixty (60) entries through the Mini Challenges for a total of up to one hundred sixty (160) entries for the Grand Prize draw.

Mini Challenges.

Mini Challenges will be published on the Challenge website approximately every three weeks. The three (3) contemplated Mini Challenges are as follows:

- a. Challenge 1: Photo or Video Pledge
 - i. Commencement Date: January 9, 2017
 - ii. Closing Date: January 22, 2017
 - iii. Prize: Get Energized/Workout event with trainer.
- b. Challenge 2: Energize Word Search
 - i. Commencement Date: January 30, 2017
 - ii. Closing Date: February 12, 2017
 - iii. Prize: Lunch & Learn event with Oilers trainers.
- c. Challenge 3: Photo or Video Diary of Energize Day
 - i. Commencement Date: February 27, 2017
 - ii. Closing Date: March 12, 2017
 - iii. Prize: Oilers pep rally with Oilers trainers.

Social Media.

An Eligible Classroom can enter to win the social media prize by the teacher or administrator for an Eligible Classroom posting a photo or video showing their classroom getting energized (the “Post”) on Instagram, Facebook and/or Twitter (the “Social Media”) using #EnergizeOilCountry before the Draw Closing Time. Each Post from an Eligible Classroom using #EnergizeOilCountry is considered an Entry.

All Photos must be in good taste and the Sponsor reserves the right to remove any Photos that are of questionable taste, in its sole discretion, and disqualify these Entries.

All entries through must be submitted from a valid Twitter, Facebook or Instagram account that may be identified by reverse domain name search. Potential winners may be required to provide the Challenge Sponsors with proof that the potential winner is the authorized account holder of the Twitter, Facebook or Instagram account associated with the winning entry. In the event of a dispute as to Entries submitted by multiple users having the same Twitter, Facebook or

Instagram account, the authorized subscriber of the Twitter, Facebook or Instagram account used to enter the Challenge at the actual time of entry will be deemed to be the participant and must comply with these Rules; the unauthorized subscriber(s) will be disqualified.

8. DRAW DETAILS:

Grand Prize. A random draw from the entries for the Grand Prize will take place on March 19, 2017, at the offices of the Sponsor in Edmonton, Alberta. The Eligible Classroom whose entry is drawn (the “Selected Classroom”) and has complied with these Official Rules will be the winner of the Grand Prize (the “Winner”).

If necessary, should the Grand Prize be unclaimed, or should the Selected Classroom be unwilling, unable or ineligible to win the Grand Prize as set out in these Official Rules, the Grand Prize will be forfeited and the Sponsor shall have the right to draw, as replacements only, additional entries. Those Eligible Classrooms, if any, whose entries are drawn as replacements will be contacted by email by the Sponsor.

The Selected Classroom and Winner must comply with these Official Rules. All determinations of the Selected Classroom and the Winner by the Sponsor are final and binding. No communication with Eligible Classrooms will be entered into except with the Selected Classroom, except as otherwise stated in paragraph 18 herein. All matters related to the Draw and the verification of the eligibility of the Selected Classroom to be declared the Winner shall be conducted by the Sponsor, or by persons designated by the Sponsor in its sole and absolute discretion. All decisions made by the Sponsor in this regard are final and binding and cannot be challenged.

Mini Challenges. Eligible Classrooms are to complete and submit each Mini Challenge (the “Mini Challenge Entry”) between the Commencement Date and Closing Date of each Mini Challenge. Five (5) finalists will be chosen by a panel of judges based on pre-determined criteria. One (1) Mini Challenge Entry will be randomly selected from the five (5) finalists as the winner of that Mini Challenge (the “Mini Challenge Winner”).

Social Media. Each Friday during the Entry Period, one (1) qualified Post will be randomly selected from the Social Media (the “Social Media Winner”).

9. **NOTIFICATION: Grand Prize.** The Sponsor will contact the teacher or administrator of the Selected Classroom by telephone or email on March 21, 2017. If the teacher or administrator of the Selected Classroom does not contact the Sponsor by 3:00 p.m. Mountain Time on March 24, 2017, the Grand Prize will be forfeited and the Sponsor will contact, as replacement only, an alternate Entry on March 27, 2017.

Mini Challenges. The Sponsor will contact the teacher or administrator of the Mini Challenge Winner by telephone or email twenty-four (24) hours after the Closing Date of the Mini Challenge. If the teacher or administrator of the Mini Challenge Winner does not contact the Sponsor within forty-eight (48) hours of being notified, the prize will be forfeited and the Sponsor will contact, as replacement only, an alternate Mini Challenge Entry.

Social Media. The Social Media Winner will be contacted by the means the Post was entered.

10. **DECLARATION OF WINNERS:** The Selected Classroom will not be declared a Winner until the Sponsor has determined that the Selected Classroom is an Eligible Classroom pursuant to these Official Rules.
11. **CHALLENGE MODIFICATION OR CANCELLATION:** The Sponsor is not responsible for any printing, distribution, production or other errors which may occur in the course of the conduct of the Challenge including, without limitation, any typographical, printing or other errors in the Official Rules, in the Entry Form, or in or on any other materials relating to the Challenge, and the Sponsor is not responsible for any errors or losses which may occur in respect to the Grand Prize selection, or in respect to the receipt, transfer or storage of Entries. The Sponsor may rescind, cancel, amend or revoke the Challenge, without liability, and in its sole discretion for any reason whatever. Without limiting the generality of the foregoing, the Sponsor reserves the right to cancel or modify the Challenge and/or the Official Rules, in whole or part and without notice, if the Sponsor determines, in its sole and absolute discretion, that fraud or technical or other failures have threatened or destroyed the integrity of the Challenge. If, for any reason, the Challenge is not capable of running as planned, due to causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Challenge, the Sponsor reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Challenge.

- 12. PARTICIPATION:** Participation in this Challenge constitutes an agreement by each participant to comply with these Official Rules.
- 13. DISQUALIFICATION:** The Sponsor reserves the right, in its sole discretion, to disqualify any Eligible Classroom or Selected Classroom it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Challenge, or the Oilers website, www.edmontonoilers.com; (b) violating these Official Rules; or (c) violating the terms of service, conditions or use and/or general rules or guidelines of any website property or service. **CAUTION:** Any attempt by a teacher or administrator of an Eligible Classroom or any other individual to deliberately damage any website or undermine the legitimate operation of the Challenge may be a violation of Criminal or Civil laws.
- If an Eligible Classroom or Selected Classroom is disqualified for any reason, another entry will be selected from the remaining eligible entries received as set out in these Official Rules. The Sponsor will contact those additional Selected Classrooms by telephone or email.
- 14. RELEASE AND INDEMNIFICATION:** By entering the Challenge, each Eligible Classroom: (a) releases and holds harmless the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all liability for injuries, loss or damage of any kind to persons, including death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Grand Prize, participation in this Challenge, or participation in any Grand Prize-related activity; and (b) agrees to fully indemnify the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the Challenge or to the Grand Prize including, without limitation, death, or personal or property damage or injury. Prior to participating in the Grand Prize, teachers, administrators and the parents or guardians of any students from the Eligible Classroom must sign the Sponsor's form of waiver.
- 15. LIMITATION OF LIABILITY:** The Sponsor assumes no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected or incomplete Entries, notifications, responses, replies, or for any computer, online, telephone, hardware, software or technical malfunctions that may occur (including but not limited to malfunctions that may affect the transmission or non-transmission of an Entry). The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or used in the Challenge or by any technical or human error which may occur in the processing of Entries. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. The Sponsor is not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Sponsor is not responsible for any injury or damage to members of the Eligible Classroom or to any computer related to or resulting from participating or downloading materials in this Challenge. If, for any reason, the Challenge is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Challenge, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Challenge.
- 16. PUBLICITY RELEASE:** By entering this Challenge and accepting the Grand Prize, each Eligible Classroom whose Entry is selected hereby grants to the Sponsor, without further compensation, the unrestricted rights to publish, in the collective or individual discretion of the Sponsor, the name, picture, portrait, likeness, voice and ideas of that Eligible Classroom for advertising and promotional purposes. The teacher or administrator that registers the Eligible Classroom shall ensure that all school board protocols regarding the release of photographs are followed and will not submit any materials as part of this challenge that have not been approved by the parents or legal guardians of the children within each Eligible Classroom.
- 17. LAWS:** These are the official Challenge rules. This Challenge is subject to all applicable federal, provincial and municipal laws and regulations. These Challenge rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor.
- 18. CONSTRUCTION:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these Official Rules.

- 19. PRIVACY:** By entering the Challenge, Eligible Classrooms agree to the Sponsor's use of any applicable personal information for the purpose of administering this Challenge in accordance with the Privacy Policy at: www.edmontoilers.com.