Maple Leaf Sports & Entertainment Ltd.

#MarliesLive Tweet of the Night TWITTER Contest (the "Contest")

RULES AND REGULATIONS

NO PURCHASE NECESSARY. CONTEST IS OPEN TO LEGAL RESIDENTS OF ONTARIO WHO ARE 18 YEARS OF AGE OR OLDER AND WHO DO NOT LIVE IN THE AREA SOUTH OF THE CITY OF GODERICH, KITCHENER, ST. CATHERINES AND HAMILTON. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. SEE ELIGIBILITY SECTION BELOW FOR FURTHER DETAILS. TO COMPLETE YOUR ENTRY YOU MUST READ AND AGREE TO THE FOLLOWING TERMS. PARTICIPATION IN THIS CONTEST CONSTITUTES FULL AND UNCONDITIONAL AGREEMENT AND ACCEPTANCE OF THESE CONTEST RULES.

(1) **CONTEST PERIOD:** The Contest begins at **3:00 a.m.** (Toronto time) on **Wednesday, March 19th, 2014** and ends at **11:00** p.m. (Toronto time), on **Wednesday, March 19th, 2014** (the "**Contest Closing Date**").

(2) **ELIGIBILITY**: The Contest is only open to legal residents of Ontario, who are 18 years of age or older. Employees, their immediate families (and those with whom they are domiciled) of Maple Leaf Sports & Entertainment Ltd. ("MLSE") (the "**Contest Sponsor**") the American Hockey League and its member teams (the "**AHL**"), Twitter, and their respective parents, governors, subsidiaries, affiliates, directors, officers, shareholders and agents (collectively the "**Released Parties**") are not eligible to enter.

(3) **HOW TO ENTER**: **No Purchase Necessary**. To enter the Contest you must: (i) be a follower of @TorontoMarlies on Twitter; and (ii) use the #MarliesLive hashtag in your tweets during the Twitter chat taking place on Wednesday, March 19th, 2014. Maximum of 50 entries per person. All entries must be submitted from a valid Twitter account. Potential winners may be requested to provide MLSE with proof that the potential winner is the authorized account holder of the Twitter account associated with the winning entry. By entering the Contest, you agree to be bound by the Contest Rules and the decisions of Contest Sponsors, which are final with respect to all matters relating to the Contest.

(4) **PRIZE**: There is one (1) Prize available to be won for each Contest Date ("**Prize**"). The Prize consists of one (1) Toronto Marlies third jersey. The approximate retail value of the Prize is **$134.99 CDN**. Odds of winning the Prize will depend on number of eligible entries received prior to the conclusion of the Toronto Marlies game conducted on the applicable Contest Date. Entrants are only eligible to win one Prize.

All incidental costs and expenses not specifically referenced above, including without limitation, transportation to and from Ricoh Coliseum are the sole responsibility of the prize winner.

(5) **WINNER SELECTION**: Each potential prize winner will be chosen by a panel of judges (to be determined by MLSE) based on creativity and originality (weighted equally) within 60 minutes of the conclusion of the Toronto Marlies game conducted on the applicable Contest Date from all eligible entrants received on the applicable Contest Date. In the event of a tie the potential winner will be determined by random draw from the "tied" entrants. All decisions of contest judges are full and final and not subject to appeal. Attempts will be made by MLSE to contact the selected entrants within 20 minutes following their selection by Direct Messaging through Twitter, email or via phone. At such time the selected entrant will be required to provide MLSE with the contact information requested by MLSE (e.g. full name, age, telephone address, e-mail address and to correctly answer, unaided, a time-limited mathematical skill-testing question to be administered by MLSE and confirm his/her eligibility. If the selected entrant does not meet all of the Contest conditions, fails to correctly answer the skill-testing question, refuses to provide the contact information requested or does not sign and return the Declaration, Release and Waiver form provided by MLSE, or contact cannot be made within twenty-four (24) hours after MLSE's first attempt at contact, that entry will be disqualified and MLSE shall be entitled to select another eligible entrant. This process may continue until the prize has been

awarded or there is insufficient time to permit the awarding of the prize. MLSE is not responsible, whether as a result of human error or otherwise, for any failure to contact any potential winner. Once declared a winner, selected entrant will be directed as to how to claim their prize.

(6) **GENERAL RULES**: By entering this Contest, each entrant authorizes MLSE, its subsidiaries, and affiliates, and its promotional and advertising agencies and representatives to use the winner's name, twitter user name, picture, image, voice, and/or statements about the Contest and/or prizes for advertising purposes, and for disclosing the identity of the Contest winner to the public and to do so without remuneration of any kind. All entries become the sole property of MLSE.

This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations.

By entering the Contest, entrants agree to hold harmless and indemnify the Released Parties against any and all liability, damages or causes of action (however named or described) with respect to or arising out of: (i) entrant's participation in the Contest, (ii) the receipt or use of the prizes awarded therein, or (iii) the administration of the Contest and the distribution of prizes awarded therein.

Before being awarded a Prize, the selected entrant and his or her guest must sign MLSE's standard form of Declaration, Release and Waiver form, releasing the Released Parties from any and all liability arising from, among other things: (i) participation in the Contest, (ii) acceptance of the prizes awarded therein, or (iii) the administration of the Contest and the distribution of prizes awarded therein.

Prizes must be accepted as awarded and cannot be exchanged for cash or otherwise. No telephone contact, Direct Messaging or other correspondence will be entered into except with the selected entrant.

MLSE reserves the right to substitute prizes of equal or greater value and/or to terminate, modify or withdraw this Contest, in whole or in part, at any time, without prior notice for any reason, including, but not limited to, if viruses, bugs, tampering or other causes beyond MLSE's control affect the administration, security, fairness or proper play of the Contest. In the event a substitute prize is awarded, such prize must be accepted as awarded and cannot be exchanged for cash or otherwise.

If the identity of an entrant is disputed, the Authorized Account Holder of the Twitter Account submitted at the time of entry will be deemed to be the entrant. A winner may be required to provide proof that he/she is the Authorized Account Holder of the Twitter account associated with the winning entry.

(7) **USE OF CONTEST INFORMATION**:

By entering the Contest all entrants consent and acknowledge that MLSE shall have the right to use his or her name, likeness or photograph, any and all information related to the Contest, including information on entrants obtained through the Contest, for purposes of running the Contest and, where expressly consented to, for marketing purposes, unless prohibited by law. Entrants' information shall not be provided to any third party unless the entrant grants its consent to MLSE. For more information on how we use information, please refer to MLSE's privacy policy at http://www.theaircanadacentre.com/privacypolicy.php

(8) **LIMITATIONS OF LIABILITY:**

The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest or for any printing or other errors in any Contest materials. The Released Parties assume no responsibility for any error, omission, tampering, interruption, deletion, defect, delay in operation or

transmission, communications line failure, theft or destruction or authorized access to, or alteration of entries. The Released Parties are not responsible for any problems, viruses or technical malfunction of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of e-mail or players or Direct Messaging on account of technical problems or traffic congestion on the internet or at any website or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials in the Contest.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter. You are providing your information to MLSE and not to Twitter.