



OFFICIAL CONTEST RULES FOR THE 4TH LINE HOCKEY SHOW "KEEPING THE DREAM ALIVE" CONTEST

The 4TH LINE "Keeping the Dream Alive" Contest gives ADULT Recreation and Old Timer Beer league hockey players a chance to feel like a PRO Player for one day.

The contest will begin on January 1, 2012 and close on March 31, 2012 at 11:59:59 p.m. Central Time. The winner will be announced in April, 2012.

The contest consists of 12 players selected from Adult HOCKEY Recreation leagues and Old timer beer leagues in Winnipeg, MB.

CONTEST ELIGIBILITY

This contest is being offered by 4th LINE Hockey Show. 12 players will be selected from several leagues throughout Winnipeg, Manitoba to participate.

PARTICIPATION IN THE CONTEST

In order to participate in the contest, you must be at least 25 years of age, love the game of hockey, must be a Winnipeg Jets Fan, Play Recreation or Beer league hockey for at least 2 years in Winnipeg, Manitoba. Contest is free.

HOW THE CONTEST WORKS:

- 12 players will be selected to participate in the contest by the host of 4th LINE Hockey Show. The 12 players will be selected from different leagues and levels throughout the City of Winnipeg.
- Once the players have been selected each player will be interviewed by one of the hosts from the 4th LINE Hockey Show.
- Player interviews will be posted on **Icetraders.com**

HOW TO VOTE FOR A CONTESTANT:

- Go to **IceTraders.com** and click on ``Keeping the Dream Alive`` or the Video section on the website, from there you will be able to view all contestants interviews and vote for the player of your choice.
- IceTraders.com will have a running ticker beside each contestant's video showing the audience who is the lead.

Guidelines

By entering the 4th Hockey Show Contest ``Keeping the Dream Alive." you are agreeing to the following guidelines and rules:

- a. You have never played Pro Hockey
- b. You love Hot Wings
- c. 4th LINE Hockey Show and IceTraders.com are not legally liable for absolutely anything that may offend the contestant in any way, Prizes donated by Sponsors and comments made by interviewer,

PRIZES

Upon close of the contest at 11:59:59 pm on March 31, 2012 the winner will be determined by the number of votes received on IceTraders.com.

Prize Description

- Winnipeg Jets Jacket
- Picture on IceTraders.com
- Autographed photo from A Winnipeg Jet
- Earls gift certificate

DELIVERY OF PRIZES

1. The individual whose video interview has received the highest rating will be notified by email and an Acknowledgement and Release will be faxed or emailed to the address that the participant provided.
2. Winner should allow 2 to 4 weeks from end of contest date for announcement and delivery of prizes.

GENERAL RULES

1. In order to be declared a winner, the interviewed participant must have the highest number of votes on IceTraders.com by the closing date.
2. Participant's name, age, postal code, daytime phone number, evening phone number, province/territory and email address must be correct and valid in their registration to be considered an eligible winner. Though reasonable efforts will be made to correctly identify and contact a participant eligible to win a prize, 4th LINE Hockey Show reserves the right to disqualify any selected participant on the basis that the email address is incorrect or invalid. The chance of winning is dependent on the rating results as described above.
3. Participants who do not meet eligibility requirements or who have registered through fraudulent means or have provided false or misleading information will be

disqualified. IceTraders.com will not be responsible for technical malfunctions or computer or other errors for any reason whatsoever.

4. By entering this contest, participants agree to release and hold harmless 4th LINE Hockey Show and IceTraders.com, shareholders, directors, officers, members, employees and agents of the Released Parties from any claim, demand, action, cause of action, injury, loss, expense or any other liability arising from participation in this contest, the use of any photograph entry submitted, or the awarding, acceptance or use of any prize awarded under the contest
5. Decisions of 4th LINE and IceTraders.com with respect to this contest are final on all matters of fact, interpretation, eligibility, procedure and prize awards.
6. 4th LINE or IceTraders.com has the right, at its sole discretion, to make prize substitutions of equivalent kind and value in the event of unavailability of any specified prize for reasons beyond 4th LINE or IceTraders.com control.
7. Winner must accept prizes as awarded.
8. All winners will be required to sign an Acknowledgement and Release confirming contest eligibility and compliance with contest rules and releasing the Released Parties and shareholders, directors, officers, members, employees and agents of the Released Parties from any liability in connection with the conduct of the contest or the awarding of prizes before receiving their prize.
9. By entering the contest, winners agree to allow 4th LINE and IceTraders.com and its agents to publish, and/or broadcast their name, photograph, city or town of residence and statements without compensation other than the prize awarded.
10. Any individual who tampers with the entry process or the operation of the contest or acts in violation of these official rules and regulations or otherwise in a disruptive manner will be disqualified.
11. These official rules govern the contest and must be followed. In the event of any discrepancy between these official rules and any other material, these rules prevail to the extent of the inconsistency.