

GoodLife Fitness Game Ready Social Media Contest Giveaway

Official Contest Rules & Regulations

By entering the GoodLife Fitness Game Ready Social Media Contest Giveaway (the "Contest"), entrants agree to abide by these Official Contest Rules and Regulations (the "Contest Rules") and the decisions of True North Sports & Entertainment Limited (the "Sponsor") which are final and binding in all respects relating to the Contest.

CONTEST PERIOD

The Contest period begins at 11:00 am (CST) on Thursday, September 27, 2018 and closes when the prize has been awarded on Thursday, October 4, 2018 (the "Contest Period"). Once the winner has been awarded the prize, (the "Contest") will officially close.

HOW TO ENTER

No purchase necessary to enter. GoodLife Fitness Game Ready Social Media Contest Giveaway starts on September 27 and ends October 4, 2018 (the "Contest Period"). The Contest is open only to legal residents of Manitoba who are eighteen (18) years of age or older at the time of the entry. Some conditions/restrictions apply. During the Contest Period entrants must share a photo on social media using the hashtags #GoodLifeFitnessGameReady and #GoMooseGo. Potential winners must correctly answer a mathematical skill-testing question. Odds of winning depend on the number of eligible entries received.

All entries become the sole property of the Sponsor and will not be returned for any reason. All entries must be received during the Contest Period. The Sponsor does not assume any responsibility for any lost, late, damaged, destroyed, misidentified, illegible or misdirected entries, any computer errors or malfunctions, or for any other problems occurring in connection with participation in the Contest.

ELIGIBILITY

This Contest is open only to individuals that: (i) are a legal resident of the Province of Manitoba; and (ii) are eighteen (18) years of age or older at the time of entry ("Eligible Entrant"). The Sponsor has the right to require proof of eligibility from any individual who enters the Contest. Failure to provide such proof may result in disqualification from the Contest.

Individuals are not eligible to participate in the Contest if they are: (i) employees, agents or representatives of the Sponsor, or its respective agents, affiliates, subsidiaries, related companies, sponsors, advertising or promotional agencies, or assignees; or (ii) a member of the household and/or immediate family of any of the above parties. For the purposes of the Contest Rules, "immediate family" means husband, wife, spouse, mother, father, brother, sister, son and/or daughter, whether or not they reside in the same household.

PRIZE

There will be two (2) prizes awarded during the Contest Period consisting of the following:

10 Tickets to the Manitoba Moose Home Opener on Friday, Oct. 12, 2018

1 Year Free Membership to GoodLife Fitness Winnipeg Location

\$100 Gift Card to Jets Gear

The approximate retail value of the Contest Prize is CAD \$1,342.50

The following conditions apply to the Contest Prize:

In the event that an Eligible Entrant selected as a potential winner of the Contest Prize fails to respond to the Sponsor and communicate their acceptance of the Contest Prize within forty-eight (48) hours from the time the potential winner has been notified by the Sponsor via email, the Sponsor has the right to treat the Contest Prize as having been forfeited and the Sponsor may select an alternate potential winner of the Contest Prize in its sole discretion and the Sponsor shall not be obligated to provide an alternate prize to the original Eligible Entrant selected as a potential winner of the Contest Prize.

The Contest Prize must be accepted as awarded and may not be traded, sold, assigned, transferred or substituted, except in the sole discretion of the Sponsor. The Sponsor, in its sole discretion, reserves the right to substitute the Contest Prize in whole or in part in the event that all or any of the components of the Contest Prize are unavailable.

In the event that a winner of the Contest Prize is unable to redeem any or all of the Contest Prize due to reasons beyond the control of the Sponsor, no compensation or substitute prize will be awarded.

Any difference between the approximate retail value referred to herein and the actual value of the Contest Prize will not be awarded.

SELECTION OF WINNERS

The potential winner of the Contest Prize for each day of the Contest will be randomly selected from all entries.

The Eligible Entrant selected as potential winner of the Contest will be notified by the Sponsor via email. As part of the acceptance of the Contest Prize, the potential winner will be required to sign an acknowledgment of Contest Rules form and answer a skill-testing question. No contact or correspondence will be entered into except with potential winners of the Contest.

In the event that a potential winner does not comply with any of the above requirements the Sponsor has the right to treat the Contest Prize as having been forfeited and the Sponsor may select an alternate potential winner of the Contest Prize in its sole discretion and the Sponsor shall not be obligated to provide an alternate prize to the original Eligible Entrant selected as a potential winner of the Contest Prize.

GENERAL RULES

All decisions of the Sponsor relating to the Contest, including (but not limited to) the eligibility of entrants, the selection of the Contest Prize winner and the availability of the Contest Prize, shall be final and shall be made in the sole discretion of the Sponsor.

The Sponsor will not be responsible for any incomplete, illegible, destroyed, late or lost entries. All such entries, including entries that have been tampered with or altered, are void. The Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical defects or malfunctions of hardware or software, human or technical error, printing errors, lost, delayed or garbled data or transmissions or electronic communications which are undeliverable due to filtering programs or lack of space in the recipient's account. The Sponsor shall not be responsible for any technical problems, including any injury or damage to an entrant's or any other person's computer or property related to or resulting from playing or downloading any material in relation to the Contest.

In the event that an Eligible Entrant is selected as a winner of the Contest Prize, the Eligible Entrant authorizes the Sponsor to photograph, videotape, film or sound record the Eligible Entrant and their guests. The Eligible Entrant permits the Sponsor to use their name and such photographs,

videotapes, films or sound records for any and all promotional purposes (including publication and/or broadcast in media) without further compensation or permission.

The Eligible Entrant acknowledges that the Sponsor shall have the sole right to photograph, videotape, film or sound record their acceptance and participation in the Contest Prize.

Personal information collected in connection with the Contest will be used by the Sponsor in accordance with Bell MTS Place's privacy policy available at <http://www.bellmtsplace.ca/>

All intellectual property, including but not limited to logos, design marks, trademarks, copyright, service marks, trade names, related words, phrases, slogans, caricatures, graphics and images are owned by the Sponsor and/or any affiliates or subsidiaries thereof. All rights are reserved. Unauthorized copying or use of any intellectual property without the express written consent of its owner is strictly prohibited.

In the event that any discrepancy or inconsistency arises between the Contest Rules and statements and/or representations made in relation to the Contest or contained in any Contest-related materials, the Contest Rules shall prevail.

In the event that any provision of the Contest Rules is not strictly enforced by the Sponsor, it shall not constitute a waiver of that provision or any other provision contained herein.

The following are prohibited and will result in automatic disqualification from the Contest: (i) non-compliance with the Contest Rules; or (ii) any other act determined by the Sponsor, in its sole discretion, to jeopardize, or potentially jeopardize, the integrity of the Contest.

The Sponsor reserves the right to change the Contest Rules and/or terminate, modify, suspend or withdraw the Contest (and/or any aspect thereof), in whole or in part, at any time without notice for any reason, without liability, in its sole discretion. The Sponsor shall not be liable for any typos or errors contained within the Contest Rules and reserve the right to amend the Contest Rules at any time without notice in its sole discretion.

The Contest is subject to all applicable federal, provincial and municipal laws and regulations and shall be governed by the laws of the Province of Manitoba and the federal laws of Canada applicable therein.

The Contest Rules are available at the offices of True North Sports & Entertainment Limited, located at 345 Graham Avenue, Winnipeg, Manitoba, R3C 5S6 and online at: woobox.com/e26865/rules

RELEASE OF LIABILITY

Upon entering the Contest, the Eligible Entrant, his/her heirs, executors, legal personal representatives, successors and assigns (all such persons hereinafter collectively called the "Releasers"), agree, among other things, to hereby irrevocably and unconditionally release and forever discharge The True North Entertainment Complex Limited Partnership, True North Sports & Entertainment Limited, TN Arena Limited Partnership, TN Arena Inc., TN Hockey Limited Partnership, TN Hockey Inc., and their respective subsidiaries, affiliates, directors, officers, shareholders, unitholders, employees, agents, other participants, any sponsors, advertisers, and each of their respective successors, administrators, assigns, heirs and legal personal representatives (all such persons and entities hereinafter collectively called the "Releasees") of and from all injuries, liabilities, damages, actions, suits, obligations, duties, acts, omissions, misfeasance, malfeasance, losses, expenses, costs, rights of indemnity and all other claims and rights whatsoever, including without limitation, in whole or in part by the negligence of the Releasees or otherwise whether or not known or anticipated, which the Releasers ever had, now have or may in the future have against the Releasees for or by reason of the Releasers entry into and/or participation in the Contest.