

**TORONTO MAPLE LEAFS SEASON SEAT HOLDER RENEWAL CONTEST (the “Contest”)
RULES & REGULATIONS (the “Contest Rules”)**

1. Eligibility: The following are eligible to participate in the Contest:

All 2008/09 Toronto Maple Leafs season seat holders of record (“**Account Holders**”) who:

(a) Renew their Toronto Maple Leafs season seats (equal or greater value per seat, and of equal number as their season seats for the 2008/09 season) for the 2009/10 season and make a 100% non-refundable payment of the cost of their 2009/10 season seats for receipt by MLSE no later than April 1, 2009 (“**Entry Method (a)**”); or

(b) Renew their Toronto Maple Leafs season seats (equal or greater value per seat, and of equal number as their season seats for the 2008/09 season) for the 2009/10 season and make a 20% non-refundable payment of the cost of their 2009/10 season seats for receipt by MLSE no later than April 1, 2009 (“**Entry Method (b)**”); or

(c) by mailing, (for receipt on or before April 1, 2009) postage prepaid, a 1,000 (or more) word original essay (typed, not handwritten) about their favourite 2008/09 Maple Leafs moment, including their name, address, daytime phone number and e-mail address to “Toronto Maple Leafs Season Seat Holder Renewal Contest”, 40 Bay Street, Suite 400, Toronto, Ontario, M5J 2X2 Attention: Ticketing (“**Entry Method (c)**”).

The following shall be excluded from entry and not qualify: (i) payment made with an NSF cheque; (ii) unauthorized credit card payments; or (iii) payments made with lost, stolen or fraudulent credit cards. All regular ticket charges (including, without limitation, Ticketmaster charges, service charges and ticket terms of use and conditions apply). Maple Leaf Sports & Entertainment (“MLSE”) will not be responsible for lost, late, incomplete, illegible, damaged, destroyed, postage due, or misdirected entries. All entries shall become the property of MLSE and will not be returned. By entering this Contest, entrants agree to abide and be bound by the Contest rules and the decisions of MLSE, which are final with respect to all matters relating to the Contest.

((a), (b) and (c) above are each hereinafter referred to as an “Entry” and collectively as the “Entries”). Only one Entry is permitted per Account Holder.

The following are not eligible to participate in the Contest:

- (i) Employees, shareholders and directors of MLSE, the National Hockey League, its Member Teams, NHL Enterprises Canada LP and their respective affiliates and subsidiaries, immediate family members of the above, and anyone domiciled with any of the above;
- (ii) Account Holders who are individuals and who are not residents of Ontario; and
- (iii) Account Holders other than individuals who do not have offices in the Province of Ontario.

Entries must be received by MLSE on or before April 1, 2009, 11:59pm (the “**Contest Close Date**”) to be eligible to win a Prize.

2. Prize

There are four (4) Prizes available to be won (each individual prize is hereinafter referred to as a “**Prize**”). All eligible Entries received by Entry methods (a) or (c) are eligible to win the Road Trip

Prize. All eligible Entries received by Entry Methods (a), (b) or (c) are, subject to the entry deadlines outlined below, eligible to win the Round 1, Round 2 and Round 3 Prizes.

All eligible Entries that are not selected as potential Prize winner in a given draw will be carried over to subsequent draws (as applicable).

The four (4) Prizes are as follows:

Road Trip Prize – Entry by Entry Method (a) or (c) must be received by MLSE prior to the Contest Close Date to be eligible to win the Road Trip Prize.

A trip for two (2) to a Toronto Maple Leafs road game consisting of:

- Return air travel for two (2) on the Toronto Maple Leafs' team charter to see the Maple Leafs play an opposing team in the opposing team's city (opposing team, game, and travel dates to be determined at sole discretion of MLSE) during the Toronto Maple Leafs 2009/10 regular season;
- One (1) night standard hotel accommodation (one room, double occupancy, selected by MLSE) in or around the destination city;
- Two (2) game tickets to watch the Toronto Maple Leafs play the destination city team (specific seating to be determined by MLSE).

ARV \$1500 CDN (subject to variation based on destination city). Road Trip Prize winner is not entitled to any difference between actual and stated value of Prize. Odds of winning the Road Trip Prize depends on the number of eligible Entries received via Entry Methods (a) and (c) prior to the Contest Close Date.

The potential Road Trip Prize winner and their guest must travel together on the same itinerary on the dates required by MLSE or the Road Trip Prize may be forfeited. The potential Road Trip Prize winner and guest must be able to travel on the dates and at the times designated by MLSE or such prize will be forfeited and may be awarded to an alternate winner. Road Trip Prize winner and designated guest must participate in all aspects of the Road Trip Prize (ie, winner cannot have a different guest for different aspects of the Road Trip Prize). All travel arrangements, accommodation, scheduled events and other aspects of the itinerary will be arranged by MLSE in its sole discretion. The Road Trip Prize winner and guest are solely responsible for any costs or expenses not specifically described above as included in the Road Trip Prize, including, but not limited to, ground transportation to and from winner's residence/hotels/airports/arena travel and/or medical insurance, meals, drinks, gratuities, taxes, airport improvement fees and all incidental and personal expenses.

The Potential Road Trip Prize winner and guest must follow all directions of MLSE. Failure to do so may result in termination of their participation, or continued participation, in the Road Trip Prize. Once the travel itinerary has been finalized between the potential Road Trip Prize winner and MLSE, no changes can be made unless approved by MLSE. The potential Road Trip Prize winner and their guest must be 18 years of age old or over at the time of the Road Trip Prize execution to participate. Road Trip Prize winner and guest will not be permitted into any licensed area unless they can show valid identification to verify proof of legal drinking age as according to the laws in destination city. MLSE does not condone and will not be held responsible for any illegal purchase or consumption of alcohol. The potential Road Trip Prize winner and guest are responsible for all required travel documentation including a valid passport and must be free from any legal restrictions on their ability to travel or otherwise participate in the Road Trip Prize. The potential Road Trip Prize winner and guest must hold and present proof of valid passports within forty-eight (48) hours of Prize notification. Failure to produce such documentation within the forty-eight (48) hour period will result in the disqualification of the potential Road Trip Prize winner, and MLSE may select a new potential Road Trip Prize winner. MLSE is not responsible for any costs, expenses or inconveniences

if Road Trip Prize winner and/or guest are denied entry into the United States. The Road Trip Prize winner may be required to present valid major credit card in Road Trip Prize winner's name upon hotel check-in to cover any expenses incurred above and beyond standard room charges. Flights are not eligible for collection of any loyalty points.

Round 1 Prize—Entry must be received by MLSE prior to 11:59pm March 8, 2009 (the "**Round 1 Deadline**") to be eligible to win the Round 1 Prize.

- One (1) Sony KDL70XBR7 70" BRAVIA XBR Series LCD TV with 4 HDMI inputs and Full HD 1080p resolution (ARV \$20,000 CDN).

Odds of winning the Round 1 Prize depends on the number of eligible Entries received prior to the Round 1 Deadline.

Round 2 Prize— Entry must be received by MLSE prior to 11:59pm March 22, 2009 (the "**Round 2 Deadline**") to be eligible to win the Round 2 Prize.

- One (1) of one hundred and fifty (150) invitations for 2 to an exclusive meet and greet event with Brian Burke (or a member of the Toronto Maple Leafs coaching staff or a member of the Toronto Maple Leaf Alumni to be selected at the sole discretion of MLSE). Exact date, time and location of event to be determined by MLSE in its sole discretion.

Odds of winning Round 2 Prize depends on the number of eligible Entries received prior to the Round 2 Deadline.

Round 3 Prize— Entry must be received by MLSE prior to 11:59pm April 1, 2009 (the "**Round 3 Deadline**") to be eligible to win the Round 3 Prize.

- One (1) Sony KDL55XBR8 54.6" BRAVIA XBR Series LCD TV with 4 HDMI inputs and Full HD 1080p resolution (ARV \$7,000 CDN)

Odds of winning Round 3 Prize depends on the number of eligible Entries received prior to the Round 3 Deadline.

All incidental costs and expenses associated with any and all of the Prizes outlined above that are not specifically referred to herein, including (without limitation) sales taxes, ground transportation to and from an event, items of a personal nature, or shipping are not included and are the sole responsibility of the applicable Prize winner.

3. Draw

Four (4) separate random draws will be held from all eligible Entries that are received by MLSE prior to the dates outlined in the Prizing section of the rules. The Round 1 Prize draw will take place at 1:00 pm on March 9, 2009. The Round 2 Prize draw will take place at 1:00 pm on March 23, 2009. The Road Trip and Round 3 Prize draws will take place at 1:00 pm on April 2, 2009.

The selected entrants will be contacted within twenty-four (24) hours following the drawing either by telephone or by e-mail at the telephone number or e-mail address as provided on their 2009/10 Season Seat Holder Renewal Form or their mail-in entry, as is applicable. If contact cannot be made within 48 hours of initial attempt at contact by MLSE, that entry will be disqualified and MLSE may select another eligible Entry. MLSE is not responsible, whether as a result of human error or otherwise, for any failure to contact any potential winner.

Before being awarded a Prize, each selected Entrant will be required to: (i) correctly answer, unaided, a time-limited mathematical skill-testing question to be administered by MLSE; (ii)

confirm his/her eligibility; (iii) sign a Declaration and Release Form provided by MLSE; and (iv) otherwise comply with all other Contest Rules and conditions. If the potential winner does not meet all of the Contest Rules and conditions, fails to answer the skill-testing question correctly or refuses or fails to sign and return the declaration and release form within the timeframe specified by MLSE, they will forfeit receipt of the applicable Prize.

Prior to receiving a Prize, entrants (and in the case of potential Road Trip and Round 2 Prize winners, their guests) must execute a Declaration and Release form releasing MLSE, the National Hockey League and its Member Teams, NHL Enterprises Canada LP, and each of their respective parents, subsidiaries, affiliates, directors, officers, governors, employees, agents and advertising and promotional agencies (collectively, the "**Released Parties**") from any and all liability in connection with this Contest or the acceptance or use of the prize sponsored in this Contest.

4. General Rules:

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

By participating in the Contest, entrants agree to hold harmless 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; and (iii) the administration of the Contest and distribution of the prizes awarded therein.

By participating in the Contest, each Entrant grants to MLSE, the National Hockey League and its Member Teams the right to the use of his or her name, likeness or photograph without compensation in any publicity or for promotional purposes carried out by the above parties.

Prizes must be accepted as awarded and are non-transferable and cannot be exchanged for cash or otherwise. Prizes will be awarded to the Account Holder of record with MLSE only and may not be transferred to or redeemed by any other party. The identity of the Account Holder of record will be determined by MLSE in its sole discretion. MLSE's decisions and determinations in all cases will be final and binding. In cases where the Account Holder of record is a corporation or legal entity other than an individual, prizes will only be released to a party who has the legal authority to bind the corporation or such other legal entity.

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 (including altering the manner in which the prizes are distributed), 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 or conduct 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. Further, MLSE reserves the right to disqualify any person and void any entries of that person who it believes has tampered with the entry process or any other component of the Contest, whose conduct or action affects the administration, security or fairness, integrity or proper conduct of the Contest, or who fails to meet or abide by the Contest Rules and conditions.

MLSE does not assume any responsibility for tampering, theft, defects, viruses, human errors including negligence, deletions, technical or telephone, computer line, network, server, access providers, computer equipment or software problems, undeliverable messages, computer errors, lost, misdirected, late or incomplete entries or inaccurate capture of information or any online difficulties that may result in damage or malfunction the computer or the failure of MLSE to process any entry and otherwise award any prize. Nor is responsibility assumed for printing errors appearing in these rules or related Contest materials. In addition, MLSE will not assume any responsibility of any nature whatsoever in all cases where their inability to hold the Contest or to remit the prizes to the winners results from a cause beyond their control, including Acts of God, weather conditions, strike, lock-out or other labour dispute. 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 an attempt be made, MLSE reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.