

Fall 2010 Shop, Stay, Work & Play Contest

Rules and Regulations

Grand Prize: Win Tickets to the 2011 IIHF World Junior Championship
Early Bird Prize: Burlington, Ontario Prize Pack

NO PURCHASE NECESSARY TO ENTER

1) Prize Eligibility

Contest open to individuals who at the time of entering the contest are 18 years of age or older and a resident of the United States or Canada. **Only one entry per person during the contest period.**

Binational Economic & Tourism Alliance, USA Hockey, Buffalo Sabres and Tourism Burlington, its employees as well as employees of its parent companies, promotion and advertising agencies, sales representatives, distributors, agents, subsidiaries, and affiliated corporations (collectively "Promotion Parties") and the household members of each of the above and members of their family are not eligible to participate.

2) Registration

The "Fall 2010 Shop, Stay, Work & Play Contest" runs on the internet from **August 30 to November 26, 2010**. Participants must complete the registration form available on the Binational Economic & Tourism Alliance website at www.btapartners.com. All mandatory fields and the skill testing question must be filled out to be eligible to win.

3) Description and Value of Prizes

Grand Prize: - 2 Gold Package Tickets to attend the 2011 IIHF World Junior Championships in Buffalo, New York from December 26, 2010 to January 5, 2011.

- ❖ Includes tickets to all 31 games played at HSBC Arena and Dwyer Arena including medal Rounds.
- ❖ Package includes lower bowl seats for games at HSBC Arena and admission to the 100 Level Harbour Club. Seating is limited to 1000 seats.
- ❖ TICKETS MAY NOT BE SOLD
- ❖ Go to www.buffaloworldjuniors.com for complete schedule.

Prize Total Value of \$2,480.00 U.S. Dollars

Early Bird Prize (to be drawn on September 30, 2010) – Tourism Burlington, Ontario Prize Pack Includes:

- ❖ Friday or Saturday Overnight accommodations at the Hilton Garden Inn in Burlington, Ontario
- ❖ Complimentary breakfast for 2
- ❖ 4 tickets to the Royal Botanical Gardens
- ❖ Burlington, Ontario Visitor Guide
- ❖ Royal Botanical Gardens Book
- ❖ Prizes are valid until December 31, 2010, subject to availability.

Prize Total Value of \$150.00 Canadian Dollars

Notes relative to the prizes

Winners and guests will be responsible for all expenses not specifically described above as included in the prizes, including meals, air or ground transportation, gratuities and any other personal expenses, taxes, surcharges and insurance or other fees. Winners and guests must have valid travel documents if crossing the border between Canada and the United States. The

prize(s) will be forfeited if the winner(s) is (are) unable or unwilling to use the prizes in the specified times. Any prize forfeited may, at Sponsor's option, be awarded to an alternate entrant.

4) Draw

One random draw for the Early Bird prize will take place on September 30, 2010 at the office of the Binational Economic & Tourism Alliance.

The draw for the Grand Prize will take place on December 3, 2010 – location TBA.

The winning entries will be drawn from all eligible entries received during the contest period.

Limit of one winner per household.

5) Prize Substitution

Prizes must be accepted as awarded. No substitution of prize(s) is permitted except by the Binational Economic & Tourism Alliance in its sole discretion. Prizes are non-transferable and are not redeemable for cash or credit, in whole or in part.

6) Notification and Distribution

The prize winners will be notified by email or phone within 5 business days of the draw date, at the email address / phone indicated on their entry. If one of the winners do not claim his or her prize within 5 working days of being notified, an alternate winner will be selected according to the rules from all remaining eligible entries received. The prizes will only be delivered to the confirmed winners. The names of the winners will be available on the Binational Economic & Tourism Alliance website at www.btapartners.com after confirmation of the winners. By entering the contest, all participants consent to the commercial use of their names, city and photo without further compensation. Address and phone number will be used only to contact the winner(s).

7) Conditions

The entrant may be required to sign a Declaration of Compliance with the Official Rules and a Release of Liability (collectively the "Declaration and Release Documents"), releasing the Binational Economic & Tourism Alliance, USA Hockey, Buffalo Sabres and Tourism Burlington, its promotion and advertising agencies, the prize suppliers, parents, subsidiaries, affiliates, representatives and agents of the foregoing and all of their respective directors, officers, owners, partners, employees, consultants, agents, representatives, their successors and assigns (collectively, the "Releasees") from liability in connection with this Contest or prizes. Declaration and Release documents will be sent to winning entrants together with their notification and must be returned within 5 business days of the date indicated on the documents or the prizes will be forfeited. The prizes will then be awarded.

Your privacy is important to us. Information collected will not be sold or shared. If you check that you wish to receive additional information about the IIHG World Junior Championship, you may receive information from the Binational Economic & Tourism Alliance, Buffalo Sabres or Niagara Sport Commission.

In the event the prize winners are unable to redeem any or all of the prize components for reasons beyond the control of the Binational Economic & Tourism Alliance, USA Hockey, Buffalo Sabres and Tourism Burlington and the prize suppliers, no compensation or substitutions will be provided. The winners will be required to provide proof of age and identity and confirm compliance with all Contest Rules before being declared winners. In awarding prizes, the decision of the Contest Judges is final.

If a selected entrant fails to provide proof of identity, refuses to sign and return the Declaration and Release Documents, or is found to have violated the rules of the Contest or otherwise does not meet all Contest conditions, the selected entrant will be deemed to have forfeited the prize in question and the Binational Economic & Tourism Alliance shall be entitled to select a new name from the qualified entrants.

Odds of winning the prizes are dependent on the total number of entries received in the relevant entry period.

8) Regulations

All applicable taxes and insurance fees are the sole responsibility of the prizes' winners. All decisions of the Binational Economic & Tourism Alliance are final and binding in all matters relating to this contest.

9) Important Information

Entrants will be deemed to be the authorized account holder of the email address submitted on the Contest Entry Form at the time of entry. "Authorized account holder" is the natural person to whom an email address is assigned by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) responsible for assigning individual email addresses for the domain associated with the submitted email address. All entries become the property of the Binational Economic & Tourism Alliance and will not be returned to entrants. A potential winner may be requested to provide the Binational Economic & Tourism Alliance with proof that he/she is the authorized account holder of the email address associated with the winning entry.

10) Conduct

By entering the Contest, you agree to be bound by these Official Rules. Entrants who have not complied with these Official Rules are subject to disqualification. Entrants further agree to be bound by the decisions of the Binational Economic & Tourism Alliance which shall be final and binding in all respects. The Binational Economic & Tourism Alliance reserves the right at their sole discretion to disqualify any individual they find to be (i) tampering with the entry process or the operation of the Contest or Website; or (ii) prevent others from participating in the Contest; or (iii) obtain or modify another user's non-public account information without their consent. Any use of automated devices is prohibited. The Binational Economic & Tourism Alliance reserves the right to cancel or modify the contest in whole or in part in the event of technical or other difficulties.

11) Caution

Any attempt by an entrant or any other person to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, the Binational Economic & Tourism Alliance reserves the right to claim damages from any such person to the fullest extent permitted by law.

The Binational Economic & Tourism Alliance, in its sole discretion, reserves the right to disqualify any person tampering with the entry process, the operation of the website or who is otherwise in violation of the rules. It further reserves the right to cancel, terminate or modify any game which it is unable to complete as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any type.

12) Limitations of Liability

By entering, entrants acknowledge and agree that The Binational Economic & Tourism Alliance and the Releasees, as defined at Section 6 above, shall not be responsible for, and entrants shall hold them harmless from, any and all claims, damages, including compensatory, direct, incidental, consequential or other damages, liabilities, costs and expenses ("losses") with respect to or in any way arising from or in connection with the contest or related prize(s).

The Binational Economic & Tourism Alliance and Releasees are not responsible for any losses in connection with (i) incorrect or inaccurate information for any reason, including if 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, (ii) problems or technical malfunction of any telephone network or communication line

failure, computer on-line-systems, servers or providers, computer equipment, software, data transmission failure of email, or any technical problems or traffic congestion (iii)error, omission, interruption, deletion, defect, delay in operation or transmission, theft or destruction or unauthorized access to, or alteration of, entries or (iv)damages to entrants or to any other person, including damages to their computer system, related to or resulting from entering, participating or downloading materials in this Contest

For greater certainty, The Binational Economic & Tourism Alliance is not responsible for lost, late, incomplete, illegible, incomprehensible or misdirected entries, bugs, failures in servers hardware or software transmission failure or loss, delayed or corrupted data transmission.

If, for any reason, the contest cannot run as planned or the prizes cannot be awarded, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of The Binational Economic & Tourism Alliance which corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest, The Binational Economic & Tourism Alliance reserves the right to cancel, terminate, modify or suspend the contest at any time without prior notice to the entrants. In such event, no entrants will be selected or eligible to win any prize after the date of such termination and winners will not be provided with a substitute prize or cash equivalent.

RESTRICTIONS, CONDITIONS AND LIMITATIONS MAY APPLY.