

Pizza Pizza “Playoff Deal” (the “Contest”) RULES & REGULATIONS (“Contest Rules”)

Participation in the Contest constitutes full and unconditional agreement and acceptance of these Contest Rules, which are final on all matters relating to the Contest.

Eligibility

No Purchase Necessary. The Contest begins at 12:01 a.m. Eastern Time (“ET”) on Thursday April 25, 2013 and closes at 11:59 p.m. ET on Wednesday May 1, 2013 (the “**Contest Period**”).

This Contest is open only to legal residents of Ontario 18 years of age and older who live within a 50 mile radius of the City of Montreal (the “Territory”). Employees (and their immediate families and those with whom they are domiciled) of Club De Hockey Canadian Inc. (“**CHC**”), the Montreal Canadiens, Pizza Pizza Ltd. (collectively the “**Contest Sponsors**”), the National Hockey League (the “**NHL**”) and its member teams, NHL Enterprises Canada L.P., and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies are not eligible to enter.

How to Enter

No Purchase Necessary. The Contest closes at 11:59 p.m. ET on Wednesday May 1, 2013 (the “**Contest Closing Date**”). There are two (2) ways to enter:

Method of Entry #1

During the Contest Period, when fans purchase the “Playoff Deal” consisting of 2 Medium Pizzas, 3 toppings on each, 6 cans of Coke and 10 chicken wings for \$27.99 online at www.pizzapizza.ca or through any acceptable mobile ordering device they will automatically be entered for the chance to win. To be eligible, all “Playoff Deals” must be purchased prior to the Contest Closing Date and delivered to a location within the “Territory”.

Method of Entry #2

No purchase necessary: During the Contest Period, submit a minimum 100 word hand written essay outlining your favorite 2012-2013 Montreal Canadiens moment. Hand print your name, address, your day and evening telephone numbers and the words “Pizza Pizza 2012-2013 Playoff Contest” on a postage pre-paid stamped envelope or hand deliver it to 500 Kipling Ave, Toronto, ON M8Z 5E5 Attention: Promotions Dept. Entries must be received by the Contest Closing Date to be eligible. Contest Sponsors are not responsible for lost, late, incomplete, illegible, damaged, destroyed, postage due, or misdirected entries. No bulk mailings will be accepted.

Only entries received prior to the Contest Closing Date will be eligible for entry in the Contest. All entries will become the property of the Contest Sponsors and will not be returned. Entries which are incomplete or fraudulent are null and void. The Contest Sponsors accept no responsibility for entries which are lost, misdirected or delayed for any reason and nor is any responsibility assumed for incorrect or inaccurate capture of entry information, including (but not limited to), malfunction, human error, lost/delayed/garbled Internet/e-mail transmission, omission, interruption, deletion, defect, or failures of any telephone, technical, network, online, or hardware or software or any combination hereof. Entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. By submitting his or her

personal information on the contest entry form, entrant consents to Contest Sponsors using his or her personal information for the purpose of administering this Contest. Personal information will not be used for any other purposes without the entrant's consent.

Prizing:

Grand Prize

There is one (1) grand prize available to be won in the Contest and consists of:

- Two (2) tickets to the Montreal Canadiens Home Playoff Game # 2 at the Bell Center (the "**Grand Prize Game**") (specific date and seat location to be determined at Contest Sponsors' sole discretion).

Time and location of each Grand Prize element to be determined at the sole discretion of the Contest Sponsors. Approximate retail value of each Grand Prize is \$432 CDN.

Winner Selection:

Draw

A random draw will be conducted at the Pizza Pizza Office, at 500 Kipling Ave, Toronto, Ontario on Thursday May 2, 2013 to determine the grand prize winner.

All incidental costs and expenses not specifically referred to herein as being included in the Grand Prize, including (without limitation) ground transportation for winners and their guests to/from arena, meals, gratuities, alcoholic beverages, insurance (including health insurance), and items of a personal nature, or any other expenses not specifically mentioned are the sole responsibility of the Grand Prize winner and his/her guests. Grand Prize is not transferrable. If declared Grand Prize winner the Grand Prize at the date/time/location specified by the Contest Sponsors, the Grand Prize will be forfeited with no compensation.

The odds of winning the Grand Prize depends on the number of eligible entries received prior to the Contest Closing Date.

Prize winners and guests must follow all directions of Contest Sponsors and/or event organizers. Failure to do so may result in termination of their participation, or continued participation, in the applicable prize. Before being declared a prize winner, (i) each selected entrant must correctly answer a time-limited mathematical skill-testing question without assistance or the use of a calculator, administered at the time of contact; and (ii) each selected entrant and his/her guest must sign a Declaration of Compliance with these Contest rules and a Release of Liability, releasing the Contest Sponsors and the National Hockey League and its member teams, NHL Enterprises Canada L.P., and each of their respective subsidiaries, affiliates, parents, directors, officers, governors, agents advertising and promotional agencies (collectively, the "**Released Parties**") from any and all liability in connection with: (a) entrant's participation in the Contest; (b) the acceptance and use of the prizes awarded in the Contest; and (c) the administration of the Contest by the Contest Sponsors, including (without limitation) the selection of the prize winner or the distribution of prizes awarded in this Contest. The Declaration and Release document(s) must be returned on or before the date indicated on the documents or the applicable prize will be forfeited

If a selected entrant cannot answer, or incorrectly answers, the skill-testing question, or fails to respond to the notification within twelve (12) hours of the first attempted contact, or if the Contest Sponsors are otherwise unable to contact the selected entrant within such time, or if the selected entrant refuses or fails to return executed declaration and release forms for the selected entrant and their respective guests, or if a selected entrant otherwise does not meet any of the Contest eligibility requirements, or satisfy any other Contest conditions, that entry will be disqualified and another entry may be selected, in the sole discretion of the Contest Sponsors having no regard for the time remaining prior to the Grand Prize game.

General Rules

Each prize must be accepted as awarded and no prize substitutions of cash or otherwise or transfer of a prize will be made, provided that the Contest Sponsors may make prize substitutions of equal or greater value at their sole discretion. Prizes may not be exactly as shown in Contest publicity or promotional materials. No telephone contact or correspondence will be entered into regarding the Contest except with potential prize winners. By entering this Contest or claiming a prize, each Contest entrant consents to the use of his/her name, image, photograph, voice statement(s) and city of residence, without further compensation, for any and all publicity purposes, commercial or otherwise, in all media used by the Released Parties and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, their advertising and promotional agencies.

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 Quebec and the federal laws of Canada applicable therein.

Each Contest entrant agrees to be bound by these rules and regulations and all decisions of the Contest Sponsors, which decisions are final with respect to all matters relating to the Contest, including (without limitation) the selection of the prize winners. All decisions made by the Contest Sponsors with respect to any aspect of this Contest are final.

Each Contest entrant agrees 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 either: (i) entrant's participation in the Contest; (ii) the receipt or use of the prize awarded herein; or (iii) the administration of the Contest (including winner selection) and distribution of the prize awarded herein.

Contest entrants hereby release, waive and discharge any and all claims of damage, loss or causes of action (including, negligence), including (but not limited to) death, personal injury or loss or damage to property, which the entrant or any of the entrant's representatives, heirs, next of kin or assignees ("**Entrant's Representatives**") may have or which may hereinafter accrue to the entrant or Entrant Representatives against the Released Parties as a result of the entrant's participation in the Contest or the receipt or use of the prize(s) awarded herein.

The following are prohibited and will result in automatic disqualification from the Contest: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Contest Rules; and (3) any other act which the Contest Sponsors determine, at their sole discretion, jeopardizes the integrity of the Contest.

Released Parties are not responsible for any printing, distribution or production errors, or for any late, lost or misdirected entries. The Contest Sponsors may terminate, modify, waive, suspend or withdraw from this Contest (and/or any aspect thereof, including methods for selection of the prize winners), in whole or in part, at any time without notice for any reason, without liability, at their sole discretion.

The Released Parties shall not be responsible for tampering, theft, human errors (including gross negligence) ineligibility, lost, late or misdirected entries or for any problems, failures or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the internet, or at any website and assume no liability for damage to entrant's or any person's computer resulting from participating in the Contest or the failure of Contest Sponsors 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, Contest Sponsors will not assume any responsibility of any nature whatsoever in all cases where their inability to hold the Contest or to remit the prize to the winner results from a cause beyond their control, including Acts of God, weather conditions, strike, lock-out or other labour dispute, or cancellation of the NHL game(s) to which a prize relates. 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, Contest Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

| "Montreal Canadiens", "[Canadiens](#)" and associated word marks and logos are trademarks, of CLUB DE HOCKEY CANADIEN, INC. are used under license.

By entering the contest each entrant acknowledges and agrees that CHC's involvement with this Contest is limited to that of prize supplier. CHC shall in no way be liable or responsible for the administration of the Contest, the selection of winners and the awarding of any prizes and all such liability rests exclusively with Pizza Pizza Ltd..