

Boston Bruins Youth Hockey Team Challenge presented by SBLI

Revised Rules

1. **NO PURCHASE NECESSARY TO ENTER.** Void where prohibited. Subject to all federal, state, and local laws. Participation requires Internet access.
2. **QUALIFICATIONS FOR ENTRY.** Youth hockey teams in New England (ME, NH, VT, MA, RI, CT) that play in qualifying divisions and are registered with USA Hockey and their applicable state youth hockey governing board as of the Challenge start date may enter the Challenge. Qualifying divisions are Mite (8 & Under), Squirt (10 & Under), Pee Wee (12 & Under), Bantam (14 & Under), Girls 10 & Under, Girls 12 & Under and Girls 14 & Under.

Employees of Boston Professional Hockey Association, Inc. (“Sponsor”) and The Savings Bank Life Insurance Company of Massachusetts (SBLI), and their respective parent, subsidiary and affiliated companies, or other parties involved with the operation and fulfillment of the Challenge and the immediate family members (parents, siblings, children and spouse) and/or those living in the same household (whether or not related) of each are not eligible to win the additional prizes chosen by the Boston Bruins players set forth in Section 8(2) below.
3. **HOW TO ENTER.** Each team may enter by submitting an entry application (“Entry”) online in accordance with the instructions below. Each Entry will consist of (i) a written essay of no more than 250 words explaining how the team emulates the Boston Bruins (for example, working hard, giving back to the community, etc.) and (ii) team photo/logo or other original artwork. One Entry per team. If Sponsor receives multiple entries for the same team, Sponsor may determine in its discretion which will be the official Entry for such team. Submitting an Entry constitutes agreeing to these Official Rules and all decisions of Sponsor, which are final and binding in all respects. Sponsor is not responsible for incorrect, inaccurate or incomplete entry of information or for Entries which are garbled, damaged, incompletely received, otherwise defective or lost due to any reason, all of which will be voided.
4. **ENTRY REQUIREMENTS.** (a) Entry Pieces must be formatted with a 700K maximum file image size, and can include 1 team photograph or 1 team logo, that fits the requirements. (b) Entries must, in the sole discretion of the Sponsor, be suitable for a general audience and must not contain any nudity, sexually explicit, disparaging, libelous or other inappropriate content. (c) Entries must not contain any commercial content that promotes any product or service (except to the extent regular team uniforms include local sponsor names and logos). (d) Entries must not contain any trademarks, copyrighted works or other intellectual property (other than as owned by the team or individual entering on behalf of the team or local sponsors of the team). (e) The Entry must be the entrant's own original work. (f) Sponsor reserves the right to reject any Entry that it deems, in its sole discretion, to violate any of these content related requirements.
5. **ENTER ONLINE.** Go to www.bostonbruins.com/teamchallenge. Follow the instructions to submit an Entry. Before submitting your Entry, you must certify that you have read and agree to these Official Rules. After submission and review, you will receive an email that either confirms or denies team's registration.
6. **ADDITIONAL ENTRY CONDITIONS.** By submitting an entry (or accepting any prize), each entrant understands and agrees that their Entry, Team name and individual name may be posted online to www.bostonbruins.com/teamchallenge, without further compensation or review, and will not be returned.

Each entrant represents that the Entry is true and correct, and that he or she is authorized to submit such Entry. Sponsor reserves the right to crop or reformat any entry in whole or in part, in order to be viewable online. Entrant further agrees to release Sponsor from any and all claims that any such use by Sponsor, including any commercial advertising presentation, web content or any other material subsequently produced, presented and/or prepared by or on behalf of Sponsor, infringes the entrant's rights or any team rights with regard to any elements, characters or ideas contained in its entry. Sponsor reserves the right to remove any Entry which Sponsor determines in its discretion to be unauthorized by the team or other players represented in the Entry or to be otherwise not in compliance with these Rules.

7. CONTEST PERIOD. Sponsor will be accepting entries online and by mail starting at or about 9 AM (EST) November 17, 2009 and ending at 12 PM (EST) December 10, 2009 (the "Challenge Period"). All online entries must be received by 12 PM (EST) December 7, 2009. All entries sent by mail must be postmarked by November 30, 2009 and received by December 7, 2009. Entrants assume all risk of lost, late, misdirected, incomplete or illegible entries. All entries submitted become the sole property of the Sponsor and will not be acknowledged or returned.

8. HOW TO WIN/VOTE. Entries will be posted online at www.bostonbruins.com/teamchallenge. Visitors to the site will have the opportunity to vote for their favorite Entry. To vote, visitors will need to provide a valid email address. Voting is limited to one vote, per valid email address, per day. 25 Entries will win prizes, as follows:

(1) the 20 Entries with the most online votes will each win a Prize. In the event of a tie, Sponsor will determine the winner based on the overall creativity of the tied Entries.

(2) Sponsor will select 5 Entries as additional prize winners based on the following criteria: Boston Bruins player selection.

Sponsor' decisions are final, binding and conclusive on all matters related to the Challenge.

9. PRIZES. 25 teams represented by Entries will win (i) 20 tickets each to the 2010 NHL/Bridgestone Winter Classic game at Fenway Park, for use by the team players and coaches and (ii) the opportunity to participate in a group skating event on the ice in Fenway Park on December 19, 2009 (weather permitting) and (iii) certain promotional items (such as autographed memorabilia) to be determined by Sponsor. Estimated retail value of each prize is \$1000. Winners, and/or winners' parents or legal guardians in the event winner is a minor under the laws of winner's state of residence, are responsible for the reporting and payment of all federal, state and local taxes incurred by the acceptance of the prize. Prizes cannot be assigned, transferred, exchanged or otherwise redeemed. Sponsor is not responsible for any costs or expenses associated with accepting or otherwise using the prize. Acceptance of prize constitutes permission to the Sponsor and its agents to use winner's name, likeness, and Entry for advertising and promotional purposes without further compensation, unless prohibited by law.

10. ELIGIBILITY/PUBLICITY RELEASE. Each member of a prize winning team, and/or their parent or legal guardian if such winner is a minor, must sign and return an Affidavit of Eligibility and Liability/Publicity Release, as well as a representation that the tickets will be used by the duly qualified and registered regular players and coaches of the team (and not resold or transferred to anyone else).

11. VIOLATIONS. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY ENTRANT OR WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH INDIVIDUAL'S DISQUALIFICATION AND/OR THE DISQUALIFICATION OF THE TEAM AND ALL PRIVILEGES WHICH MAY BE AS A PRIZE WINNER OR OTHERWISE WILL BE IMMEDIATELY TERMINATED AND AN ALTERNATE PRIZE WINNER WILL BE SELECTED.

12. CONDUCT. By entering this Challenge, each entrant (and/or their parent or legal guardian) agrees to be bound by these Official Rules and by the decisions of the Sponsor and its judges and agents, which are final and binding in all matters relating to the Challenge. Sponsor reserves the right at its sole discretion to disqualify and prohibit any Entrant from participating in the Challenge or winning a prize who Sponsor suspects, in the sole discretion, of attempting to undermine the legitimate operation of the Challenge by cheating, hacking, deception, or other unfair playing practices (including the use of automatic quick entry programs) or intending to annoy, abuse or threaten or harass any of the Sponsors' representatives or otherwise failing to comply with these Rules. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DAMAGE ANY WEB SITE ASSOCIATED WITH THE SPONSOR OR ITS AGENTS OR UNDERMINING THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW, AND SPONSOR AND ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

13. RELEASE OF LIABILITY. Each entrant and player or coach of a team which is the subject of an Entry, by entering the Challenge, agrees on behalf of him/herself, his/her heirs, executors, representatives, assigns, administrators and next of kin to indemnify, hold harmless and release the Sponsor, its parent, subsidiary and affiliated businesses and each of their officers, directors, shareholders, employees, advisors, assignees, agents, representatives and any other person or entity associated with this Challenge from any and all liability claims or actions of any kind with respect to or in any way arising from this Challenge, participation in any Challenge-related activity; and/or delivery/misdelivery, acceptance, possession, use, or misuse of a prize, including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Web site users or by any of the equipment or programming associated with or used in the Challenge or by any technical or human error that might occur in the processing of Challenge Entries. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; or theft, destruction, unauthorized access to, or alteration of Entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; software; or failure of e-mail or entry on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to participant's or to any person's computer related to or resulting from participating in this Challenge, downloading materials from Sponsor's Web site or emailing entries. Sponsor is not responsible for cheating or fraud by any participant. Any activities intended to disrupt or interfere with the proper conduct of the Challenge or to defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the Challenge is not capable of running as planned, due to, without limitation, infection by computer virus, worm, or bugs; tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Challenge, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the contest. Sponsor is not responsible for any typographical or other error in the printing of these Official Rules or any materials associated with the administration of the Challenge or the announcement of the prize. In all events, the sole maximum liability of Sponsor and its affiliates shall be limited to any of the prize(s) set forth herein.

14. CHOICE OF LAW. Except where prohibited by law, all issues and questions concerning the constitution, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and the Sponsor in connection with this Challenge, shall be determined in accordance with the laws and regulations of the Commonwealth of Massachusetts, without giving effect

to any choice of law or conflict of law rules. The parties hereby consent to the exclusive jurisdiction and venue of the state and federal courts located in Boston, Massachusetts for all claims arising hereunder.

15. **NHL RULES.** This Agreement is subject to the Constitution, By-Laws, Resolutions and determinations of the National Hockey League. Sponsor reserves the right to change these Rules or the Challenge, including the number or nature of any prizes, at any time in accordance with NHL determinations.

16. **PRIVACY.** Information entrants provide to Sponsor will be maintained and used in accordance with Sponsor's Privacy Policy and these Rules.

17. **PUBLICITY CONSENT.** By submitting an Entry or accepting a prize, where permitted by law, each entrant grants to Sponsor (and agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor the irrevocable right without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter developed, including, but not limited to, the World Wide Web, in perpetuity and throughout the universe, his/her Entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Challenge, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation.

18. **WINNER'S IDENTITY & OFFICIAL RULES.** Prize winners' name, state of residence and Entry Piece, as well as a version of these Official Rules, suitable for printing, will be posted on the Sponsor's web site.

19. **SPONSOR.** Boston Professional Hockey Association, Inc. and The Savings Bank Life Insurance Company of Massachusetts (SBLI), sponsor this Challenge. Sponsor reserves the right to cancel the Challenge at any time.