

OFFICIAL RULES FOR “YOUR FREE BLING” CONTEST (the “Contest”)

- 1. SPONSOR:** This Contest is conducted and sponsored by the Edmonton Oilers Hockey Club (the “Oilers”) and Michael Anthony Jewellers Ltd. (“Michael Anthony Jewellers”), (collectively, the “Sponsor”).
- 2. CONTEST SUMMARY:** This Contest is held between October 22, 2007 and December 14, 2007 (the “Entry Period”). There is 1 chance to win the prize as described in paragraph 10 (the “Prize”). To enter, Eligible Entrants must fill out properly and completely an entry form in person located at the Michael Anthony Jewellers location either at 187 Kingsway Garden Mall, Edmonton or at 24E Southgate Shopping Centre, Edmonton, and include with it either (a) a single transaction proof of purchase by the Eligible Entrant of goods from Michael Anthony Jewellers during the Entry Period; or (b) a 500 word essay on why the Eligible Entrant supports the Oilers (either method being the “Entry Form”). An Eligible Entrant will win the Prize as defined herein if the Oilers successfully win all four playoff rounds in their 2007/2008 season. The value of the Prize is approximately either the value of the purchased goods and services cited in the Eligible Entrant’s Entry Form or, in its absence and accompanied by an essay, a \$500.00 gift certificate for Michael Anthony Jewellers, whichever is greater.
- 3. ELIGIBILITY:** To be eligible, you must be at least eighteen (18) years of age and a resident of Canada, excluding Quebec, when entering the contest as described above (an “Eligible Entrant”). You are not eligible if, during the Entry Period, you are an employee or partner of the Sponsor or a member of the immediate family (defined as mother, father, brother, sisters, sons, daughters and husband, wife, or adult interdependent partner, regardless of where they reside) or household of any of the above persons, their respective affiliates, agents, licensors, associates, representatives and advertising agencies. All decisions regarding eligibility to enter this Contest will be determined by the Sponsor in its sole discretion. This Contest is void where prohibited by law.
- 4. NUMBER, APPROXIMATE VALUE OF PRIZES AND CHANCES OF WINNING:** There is one Prize available to be won by each Eligible Entrant in this Contest. The Prize is described in paragraph 10 below. The chances of winning a Prize will depend on the whether the Oilers successfully win all four playoff rounds in their 2007/2008 season. The value of the Prize is approximately either the value of the purchased goods and services cited in the Eligible Entrant’s Entry Form or, in its absence and accompanied by an essay, a \$500.00 gift certificate for Michael Anthony Jewellers, whichever is greater.
- 5. CONTEST SCHEDULE:** This Contest commences on October 22, 2007 and closes on December 14, 2007 at 4:30 pm Mountain Time (the “Closing Time”). Entry Forms must be received before the Closing Time to be eligible win a Prize.
- 6. HOW TO ENTER:** No purchase is necessary to enter this Contest. To enter, Eligible Entrants must fill out properly and completely an entry form in person at Michael Anthony Jewellers, either at 187 Kingsway Garden Mall, Edmonton or at 24E Southgate Shopping Centre, Edmonton, and include with it either (a) a single transaction proof of purchase by the Eligible Entrant of goods from Michael Anthony Jewellers during the Entry Period, with the Eligible Entrant to retain a copy for himself or herself to match upon claiming a Prize; or (b) a 500 word essay on why the Eligible Entrant supports the Oilers (either method being the “Entry Form”) for receipt by the Sponsor before the Closing Time. There is a limit of one Entry Form per person. Entry Forms will only be accepted in person. Illegible, incomplete, late or compromised Entry Forms will be disqualified. No Entry Forms will be accepted by any other means.

Once submitted, Entry Forms become the sole property of the Sponsor and will not be returned. No mechanically reproduced or photocopied Entry Forms will be eligible for the Contest.
- 7. WINNING:** If the Oilers successfully win all four playoff rounds in their 2007/2008 season an Eligible Entrant must appear in person within 30 days at Michael Anthony Jewellers, either at 187 Kingsway Garden Mall, Edmonton or at 24E Southgate Shopping Centre, Edmonton, with government issued photo identification and his/her proof of purchase (if applicable). An Eligible Entrant must complete a skill testing question. An Eligible Entrant can only win one Prize and must have complied with these Official Rules to win the Prize.

If necessary, should the Prize be unclaimed by an Eligible Entrant, or should an Eligible Entrant be unwilling, unable or ineligible to win as set out in these Official Rules, or collect the Prize within 30 days of the Oilers successfully winning all four playoff rounds in their 2007/2008 season, the Prize will be forfeited.

All determinations of the Eligible Entrants by the Sponsor are final and binding. All matters related to the Contest and the verification of the eligibility of an Eligible Entrant to be declared a Prize winner shall be conducted by the Sponsor, or

by persons designated by the Sponsor in its sole and absolute discretion. All decisions made by the Sponsor in this regard are final and binding and cannot be challenged.

- 8. DECLARATION:** A winning Eligible Entrant will not be entitled to claim the Prize until:
- The Sponsor has determined that a Prize winner is an Eligible Entrant pursuant to these Official Rules;
 - The Eligible Entrant correctly answers a skill testing question; and
 - The Eligible Entrant executes a release and waiver.
- 9. PRIZE:** If the Oilers successfully win all four playoff rounds in their 2007/2008 season there will be one (1) Prize per Eligible Entrant consisting of either the cash value of the purchased goods and services cited in the Eligible Entrant's Entry Form or, in the absence of a purchase and accompanied by an essay, a \$500.00 gift certificate for Michael Anthony Jewellers, whichever is greater (the "Prize").

The Prize is not transferable and must be accepted as awarded with no substitutions, except at the Sponsor's sole discretion. The Sponsor reserves the right to substitute a Prize of equivalent monetary value if it is unable to award the Prize as described. The Sponsor will not be responsible, however, if weather conditions, event cancellations, or other factors beyond the Sponsor's reasonable control prevent the Prize from being fulfilled.

- 10. SKILL TESTING QUESTION:** To win a Prize, an Eligible Entrant must correctly answer a skill-testing question to obtain its Prize.
- 11. CONTEST MODIFICATION OR CANCELLATION:** The Sponsor is not responsible for any printing, distribution, production or other errors which may occur in the course of the conduct of the Contest including, without limitation, any typographical, printing or other errors in the Official Rules, in the Entry Form, or in or on any other materials relating to the Contest, and the Sponsor is not responsible for any errors or losses which may occur, including with respect to the receipt, transfer or storage of Entry Forms. The Sponsor may rescind, cancel, amend or revoke the Contest, without liability, and in its sole discretion for any reason whatever. Without limiting the generality of the foregoing, the Sponsor reserves the right to cancel or modify the Contest and/or the Official Rules, in whole or part and without notice, if the Sponsor determines, in its sole and absolute discretion, that fraud or technical or other failures have threatened or destroyed the integrity of the Contest. If, for any reason, the Contest is not capable of running as planned, due to causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Contest.
- 12. PARTICIPATION:** Participation in this Contest constitutes an agreement by each participant to comply with these Official Rules.
- 13. DISQUALIFICATION:** The Sponsor reserves the right, in its sole discretion, to disqualify any Eligible Entrant it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Contest; or (b) violating these Official Rules. **CAUTION:** Any attempt by anyone to undermine the legitimate operation of the Contest may be a violation of Criminal or Civil laws.
- 14. RELEASE AND INDEMNIFICATION:** By entering the Contest, each Eligible Entrant: (a) releases and holds harmless the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all liability for injuries, loss or damage of any kind to persons, including death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in this Contest, or participation in any Prize-related activity; and (b) agrees to fully indemnify the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the Contest or to the Prize including, without limitation, death, or personal or property damage or injury.
- 15. LIMITATION OF LIABILITY:** The Sponsor assumes no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected or incomplete Entry Forms, notifications, responses, replies, or for any computer, online, telephone, hardware, software or technical malfunctions that may occur. The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or used in the Contest or by any technical or human error which may occur in the processing of Entry Forms. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entry Forms. The Sponsor is not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or

browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Sponsor is not responsible for any injury or damage to Eligible Entrants related to or resulting from participating in this Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest.

16. **PUBLICITY RELEASE:** By entering this Contest and accepting the Prize, each Eligible Entrant hereby grants to the Sponsor, without further compensation, the unrestricted rights to publish, in the collective or individual discretion of the Sponsor, the name, picture, portrait, likeness, voice and ideas of that Eligible Entrant for advertising and promotional purposes.
17. **LAWS:** These are the official Contest rules. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. These Contest rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor. The Courts of the province of Alberta have exclusive jurisdiction over matters arising from the Contest.
18. **CONSTRUCTION:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these Official Rules.
19. **PRIVACY:** By entering the Contest, Eligible Entrant(s) agree to the Sponsor's use of their personal information for the purpose of administering this Contest and in accordance with the Privacy Policy at: www.edmontonoilers.com.