

2026 WHL BRACKET CHALLENGE CONTEST

RULES & REGULATIONS

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. OPEN TO LEGAL RESIDENTS OF CANADA AND THE STATES OF WASHINGTON, OREGON, MICHIGAN, OR PENNSYLVANIA, U.S.A. THAT ARE THE LEGAL AGE OF MAJORITY AT TIME OF ENTRY. VOID WHERE PROHIBITED.

The “2026 WHL BRACKET CHALLENGE CONTEST” (the “**Contest**”) is a contest which allows participants to enter for a chance to win the offered Prize (as defined below) pursuant to these official rules (the “**Official Rules**”), which are available online at <http://contests.chl.ca/whl-bracket>. The sponsor of this Contest is CHL Properties, Inc. (the “**Sponsor**”) and can be contacted here: tchiarot@chl.ca, 5401 Eglinton Avenue West, Suite 105, Etobicoke, ON M9C 5K6. By taking part in this Contest, you accept and agree to be bound by these Official Rules and agree that all decisions of CHL Entities (as defined below) are final and binding. The Contest is subject to all applicable federal, provincial and local laws and regulations and is void where prohibited by law. These Official Rules apply only to this Contest and not to any other promotions, contests, or sweepstakes hosted by CHL Entities.

CONTEST PERIOD:

The Contest begins on March 23, 2026 at 9:00 AM EDT and ends on March 31, 2026 at 02:59:59 AM EDT (the “**Contest Period**”).

ELIGIBILITY, RESIDENCY AND AGE:

To enter and to be eligible to win the Contest, entrants must be a legal resident of Canada or a legal resident of one of Washington, Oregon, Michigan, or Pennsylvania USA that are able to travel to Kelowna, British Columbia for purposes of claiming the Prize, and must have reached the legal age of majority in the province, state, or territory in which he/she resides at the time of entry (each, an “**Entrant**”). Employees, officers and directors, and the household and immediate family members and/or those with whom such employees, officers and directors are domiciled, of CHL Properties, Inc., the Canadian Hockey League (the “**CHL**”), CHL member teams and players, prize suppliers, and advertising/promotion agencies and their respective parent companies, subsidiaries, affiliates (collectively, “**CHL Entities**”) are not eligible to enter or win. For the purpose of these Official Rules, “household members” means those people who share the same residence and/or mailing address at least three months per year with one or more CHL Entities and “immediate family members” means any parent, spouse, sibling or child and their respective spouses. Sponsor reserves the right to verify the eligibility of the potential winner.

HOW TO PLAY:

During the Contest Period, visit <http://contests.chl.ca/whl-bracket> (collectively, the “**Website**”), follow the instructions on the Website to choose which teams you think will advance from the Playoffs Round 1 into Round 2, from Round 2 into Round 3, from Round 3 into Round 4, and finally the team you think will win Round 4 and the league championship. Entrants must fully complete and submit the Contest entry form to enter (the “**Entry**”). Entries must be fully completed with all of the required information and received by 02:59:59 AM EDT on March 31, 2026 to be eligible.

Limit one (1) Entry per person during the Contest Period. If multiple Entries are received, only the first Entry will be accepted and additional Entries will be disqualified. Multiple participants are not permitted to share the same email address. Any attempt by you to obtain more than one (1) Entry by using multiple/different email addresses, identities, registrations or logins, or any other methods may void your Entries and you may be disqualified from the Contest. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, contest entry services) will void all Entries by you. In the event of a dispute as to any online Entry, the Authorized Account Holder of the email address used to enter will be deemed to be the entrant. The "Authorized Account Holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the Authorized Account Holder.

Releasees are defined as the CHL Entities and each of their respective affiliates, sponsors, parents, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents (collectively the "Releasees"). Releasees are not responsible for incorrect, inaccurate, illegible, late, misdirected, stolen, undelivered, damaged, garbled, or mutilated Entries; lost Entries or transmissions; any error, omission, interruption, defect or delay in transmission, interrupted or unavailable network, cable, satellite, Internet Service Provider (ISP), server or other connections; miscommunications, failed computer hardware or software or technical failures; garbled, misrouted or scrambled transmissions; incomplete Entries or communications; printing, typographical or other errors appearing within these Official Rules, the Website, in any Contest-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, computer, electronic or otherwise relating to or in connection with the Contest, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing of Entries, the announcement of the Prize, or the cancellation or postponement of any events or games. Sponsor reserves the right, in its sole discretion, to void any and all Entries of an Entrant who it believes has attempted to tamper with or impair the administration, security, fairness or proper play of this Contest.

Scoring

The entrant who guesses the greatest number of Correct Teams to advance into each playoff round will be the potential Prize Winner. "Correct Team," and collectively, "Correct Teams," is defined as the actual league team to win that playoff round. For example, in Round 1, if an entrant chooses the Calgary Hitmen as one of the teams to advance, and the Calgary Hitmen do in fact advance in the WHL playoffs from Round 1 into Round 2, the entrant would score one (1) Correct Team.

At the end of the league playoffs, in the event of more than one (1) entrant having the same greatest number of Correct Teams, tiebreakers will be used to determine the potential Prize Winner. The winner of the tiebreaker will be the entrant who guessed the closest number of WHL games played during the entire WHL playoffs (and entered this total in the entry form). If a tie still exists, then a random draw will be held between all tied entrants on or about March 31, 2026 at 01:00 PM EDT in Toronto, Ontario to determine the potential Prize Winner.

The odds of winning the Prize will depend on the total number of eligible Entries received during the Contest Period.

In the event of any error of any kind whatsoever, more potential winners are selected than specified in these Official Rules, the Sponsor reserves, in its sole discretion, the right to hold a random draw amongst all potential winners to award the correct number of prizes.

WINNER NOTIFICATION AND SELECTION:

The potential winner will be contacted via email or by telephone by a representative of the CHL Entities on or around April 1, 2026. If the potential winner cannot be reached OR in the event a potential winner does not accept the Prize or fails to comply with these rules and requirements within one (1) business day of being contacted by email or phone, the Prize will be forfeited. Upon prize forfeiture, no compensation will be given and the Sponsor will have sole discretion to randomly select another potential winner.

Before being declared a Prize Winner, the potential winner will be required to sign a Declaration and Release Form (the "**Release Form**") stating that he/she has read, understood and complied with these Official Rules (including the eligibility requirements); grants all consents required as contemplated in these Official Rules; authorizes CHL Entities and their designees and assigns to use the Prize Winner's name, voice, city/province of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise), permission or notification; and releases the Releasees and the supplier and/or provider of prizes from any and all liability of any kind arising out of the Prize Winner's participation in this Contest and receipt and use of the Prize. If the potential winner is a Canadian resident, he/she will also be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question. If the potential winner fails to correctly answer the mathematical skill-testing question (if applicable), fails to execute and return the Release Form within the required time period of one (1) business day, is otherwise not in compliance with the Official Rules, or is unable or unwilling to comply with these Official Rules, the potential winner will be deemed ineligible and will forfeit his/her Prize. A new potential winner will then be selected from all remaining eligible Entries in accordance with these Official Rules.

All decisions of the Sponsor with respect to any aspect of this Contest, including without limitation, the eligibility of Entries, are final and binding on all Entrants in all matters as they relate to this Contest.

GRAND PRIZE:

One (1) Prize Winner will win two (2) 2026-27 season tickets to a WHL Club of their choice (the "**Prize**"), which has an approximate aggregate retail value ("ARV") of \$1,500.00 CDN (\$1,100.00 USD)

The specifics of all aforementioned elements of the Prize in the Contest shall be solely determined by Sponsor. All costs, taxes, fees, and expenses associated with any element of the Prize not specifically addressed above are the sole responsibility of the Prize Winner. All applicable federal, state and local taxes on the Prize are the Prize Winner's responsibility.

If Prize Winner elects to only use one (1) of the season tickets for any or all games, no substitutions will be provided for unawarded portions of the Prize. Prize Winner will not receive difference between actual and ARV. All other expenses not specifically identified as included in the Prize are the sole responsibility of the Prize Winner.

Prize cannot be transferred, substituted, or redeemed for cash except at Sponsor's sole discretion. Sponsor reserves the right to substitute the Prize, or portions thereof, with a prize of equal or greater value. Prize cannot be transferred or substituted except at Sponsor's sole discretion. Sponsor reserves the right to substitute a Prize, or portions thereof, with a prize of equal or greater value.

INDEMNIFICATION AND LIMITATION OF LIABILITY:

BY ENTERING THE CONTEST, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS THE RELEASEES FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ENTRANT'S PARTICIPATION IN THE CONTEST AND THE ACCEPTANCE OF ANY PRIZE THAT MAY BE WON. THE CHL ENTITIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE.

THE RELEASEES SHALL HAVE NO LIABILITY WHATSOEVER IN RELATION TO THIS CONTEST AND WILL BE RELEASED AND HELD HARMLESS FROM ANY CLAIM, ACTION, LIABILITY, LOSS, INJURY OR DAMAGE, INCLUDING, WITHOUT LIMITATION, PERSONAL INJURY OR DEATH TO WINNER OR ANY THIRD PARTY OR DAMAGE TO PERSONAL OR REAL PROPERTY DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, BY ANY REASON, INCLUDING THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE AND/OR PARTICIPATION IN THIS CONTEST.

IN ADDITION TO ANY OTHER LIMITATIONS OF LIABILITY CONTAINED IN THESE OFFICIAL RULES OR OTHERWISE ON SPONSOR'S WEBSITE(S), INCLUDING THE CONTEST WEBSITE, SPONSOR ASSUMES ABSOLUTELY NO RESPONSIBILITY OR LIABILITY FOR (A) ANY INCORRECT OR INACCURATE ENTRY INFORMATION, OR FOR ANY FAULTY OR FAILED ELECTRONIC DATA TRANSMISSIONS; (B) ANY UNAUTHORIZED ACCESS TO, OR THEFT, DESTRUCTION OR ALTERATION OF ENTRIES AT ANY POINT IN THE OPERATION OF THIS CONTEST; (C) ANY TECHNICAL MALFUNCTION, FAILURE, ERROR, OMISSION, INTERRUPTION, DELETION, DEFECT, DELAY IN OPERATION OR COMMUNICATIONS LINE FAILURE, REGARDLESS OF CAUSE, WITH REGARD TO ANY EQUIPMENT, SYSTEMS, NETWORKS, LINES, SATELLITES, SERVERS, CAMERA, COMPUTERS OR PROVIDERS UTILIZED IN ANY ASPECT OF THE OPERATION OF THE CONTEST; (D) INACCESSIBILITY OR UNAVAILABILITY OF ANY NETWORK OR WIRELESS SERVICE, THE INTERNET OR WEBSITE OR ANY COMBINATION THEREOF; (E) SUSPENDED OR DISCONTINUED INTERNET, WIRELESS OR LANDLINE PHONE SERVICE; (F) ANY INJURY OR DAMAGE TO PARTICIPANT'S OR TO ANY OTHER PERSON'S COMPUTER OR MOBILE DEVICE WHICH MAY BE RELATED TO OR RESULTING FROM ANY ATTEMPT TO PARTICIPATE IN THE CONTEST OR DOWNLOAD OF ANY MATERIALS IN THE CONTEST (IF ANY); AND (G) ANY LOSSES WHATSOEVER, FINANCIAL OR OTHERWISE, SUFFERED BY ANY PERSON OR ENTITY IN CONNECTION WITH THE CONTEST AND THESE OFFICIAL RULES.

GENERAL CONDITIONS:

The Releasees are not responsible for lost, incomplete, illegible, misdirected, garbled, stolen, or mutilated Entries or Release Form.

Entrants in this Contest agree to be bound by these Official Rules and agree that the CHL Entities and their designees and assigns may use the Entrant's name, voice, city/province of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise), permission or notification.

CHL Entities reserve the right to withdraw, amend or suspend this Contest or to amend these Official Rules, in any way, in the event of an error, technical problem, tampering, unauthorized intervention, fraud, or any other cause beyond the reasonable control of the CHL Entities that interferes with the proper conduct of this Contest as contemplated by these Official Rules. Any attempt to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, CHL Entities reserve the right to seek remedies and damages to the fullest extent permitted by law. CHL Entities reserve the right to cancel, amend or suspend this Contest, or to amend these Official Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind, or for any other reason.

PERSONAL INFORMATION PRIVACY:

Personal information of Entrants will (i) be held by CHL Properties Inc. 5401 Eglinton Avenue West, Suite 105, Etobicoke, ON M9C 5K6; (ii) be used for, and accessible only to employees directly involved in the Contest, internal analysis by CHL Entities and its affiliates, agents and advertising and promotional agencies; and, (iii) not be disclosed to other third parties. For more information please visit our Privacy Policy at <https://chl.ca/privacy>.

By entering this Contest, each Entrant consents to the CHL Entities and their agent's collection, use and disclosure of Entry information for the purposes of administering this Contest.

Any inquiry concerning the personal information held by the Sponsor should be addressed to the Sponsor at 5401 Eglinton Avenue West, Suite 105, Etobicoke, ON M9C 5K6, to the attention of CHL Properties Inc.

INTELLECTUAL PROPERTY:

All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations that appear on the Sponsor's websites and other sites in connection with this Contest, are owned or controlled by the Sponsor, the CHL Entities, and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

ACCEPTANCE OF OFFICIAL RULES:

By entering this Contest, Entrants and participants automatically agree to accept and abide by these Official Rules. All decisions of the Sponsor with respect to any aspect of this Contest, including, without limitation, the eligibility of any Entries, are final and binding on all Entrants in all matters as they relate to this Contest. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest related materials, including, but not limited to, the Entry form, the Website, point of sale, television, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

JURISDICTION OF LAWS:

This Contest and Official Rules are subject to all applicable federal, provincial and municipal laws and regulations. All issues and questions concerning the construction, validity, interpretation and

enforceability of these rules, or the rights and obligations of any entrant or the Promotion Entities in connection with the Promotion, shall be governed by and construed in accordance with the laws of Ontario, Canada without giving effect to any choice of law or conflict of law rules or provisions which would cause the application of the laws of any jurisdiction other than Ontario, Canada. Any action or litigation concerning this Agreement shall take place exclusively in the federal or state courts sitting in Ontario, Canada, and you expressly consent to the jurisdiction of and venue in such courts and waive all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, shall be resolved individually, without resort to any form of class action. You agree to service of process by mail or other method acceptable under the laws of Ontario, Canada. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS PROMOTION. YOU HEREBY WAIVE ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, IDENTIFIABLE PERSONS, OR THIRD PARTY PARTICIPANTS, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

SEVERABILITY:

If any provision of these Official Rules shall be held invalid, illegal, or unenforceable, such provision shall be enforced to the maximum extent permitted by law and the Sponsor's fundamental intentions hereunder, and the remaining provisions shall not be affected or impaired, provided, however, that in such cases the parties oblige themselves to use their best efforts to achieve the purpose of the invalid provision by a new legally valid stipulation.

WINNERS LIST:

Beginning on or about April 30, 2026, you may obtain the name of the Prize Winner by going to <https://contests.chl.ca>.