

**Under Armour Back to School Sweepstakes
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. The Under Armour Back to School Sweepstakes (the "Promotion") begins at 12:00:01 AM Eastern Time ("ET") on August 17, 2018 and ends at 11:59:59 PM ET on September 14, 2018 (the "Sweepstakes Period"). The Sweepstakes contains a game of chance ("Sweepstakes"). The computer clock of the Sponsors (defined below) is the official time-keeping device in the Promotion.

1. **ELIGIBILITY:** The Sweepstakes is open only to legal residents of Canada (excluding Quebec), who eighteen (18) years of age or older as of date of entry. Employees, officers and directors of Under Armour Canada (UAC), FGL Sports Ltd, a parent/holding company of Sport Chek (FGL and collectively with UAC, the "Sponsors"), Snipp Interactive, Realtime Media LLC ("Administrators"), and their respective parent companies, affiliates, subsidiaries, advertising, contest, fulfillment and marketing agencies, (collectively, "Sweepstakes Parties") their immediate families (parent, child, sibling & spouse and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Promotion. By participating, you agree to these Official Rules and to the decisions of the Sponsor, which are final and binding in all respects. Void in anywhere not listed above and where prohibited by law, rule or regulation.

2. **HOW TO ENTER THE PROMOTION:** There are two (2) methods of entry into the Sweepstakes as detailed below:
 - a) **PURCHASE OF PRODUCT METHOD:** Purchase any Under Armour product from a Sport Chek store (excluding stores located in Quebec) and submit a photo of the valid receipt ("Receipt Photo") of the purchase and complete the online registration form available on the Website (as defined below) during the Sweepstakes Period. **Valid on purchases from August 17, 2018, through September 7, 2018. All submissions of Receipt Photos and registration forms must be received by Friday, September 14, 2018, at 11:59:59PM ET to be eligible.** Before submitting a Receipt Photo, participants must highlight the Under Armour product on the receipt with a star or check. Receipt Photo must clearly show the receipt in its entirety. Participants should keep their original receipt. Sponsors reserve the right to require a participant to provide original receipt for verification purposes upon request. Participants can submit their Receipt Photos and register at www.UAHockey.ca (the "Website") during the Sweepstakes Period. Participants can also text the keyword **UAHOCKEY** to 811811 to receive a text message with a link to Website. Note: standard message and data rates may apply.

The registration form at the Website must be completed in its entirety by entering your true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address, E-mail Address and Phone Number). A Receipt Photo that contains an Under Armour product received during the Sweepstakes Period will earn one (1) entry into the Sweepstakes (each a "Sweepstakes Entry" or "Entry") regardless of how many qualifying Under Armour products purchased.

- b) **ALTERNATE METHOD OF ENTRY ("AMOE"):** To enter the Sweepstakes without making a Qualifying Purchase, visit <https://uahockey.ca/AmoeEntry.aspx> (the "AMOE Website") during the Sweepstakes Period and complete the registration form by entering your true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address, Email Address and Phone Number). Upon submitting the registration form you will receive one (1) Sweepstakes Entry. You may log in at the Website to earn additional Sweepstakes Entries throughout the Sweepstakes Period.

No responsibility is assumed for (i) technical, electronic, telephone, hardware, software or network, computer or data transmission errors, malfunctions or difficulties of any kind or (ii) any incorrect data contained in any Sweepstakes Entry.

Limit of one (1) Sweepstake Entry per person, per day, throughout the Sweepstakes Period, regardless of method of entry.

3. **SWEEPSTAKES DRAWING/ODDS:** On or about September 17, 2018, the Administrator will conduct a random drawing from among all eligible Entries received during the Sweepstakes Period and will select One (1) potential Grand Prize Winner and Four (4) potential Runner Up Prize Winners. Odds of winning a Sweepstakes Prize (described below) depend on the number of eligible Sweepstakes Entries received during the Sweepstakes Period.
4. **WINNER NOTIFICATION:** The potential winners will be notified on or about September 31, 2018, by email and/or phone and will have five (5) business days to respond to the winning notification before forfeiting their prize. Upon notification, all potential winners will be required to correctly answer without assistance of any kind, whether mechanical or otherwise a mathematical skill testing question posed by email or phone to claim the prize. Any winner of a prize package valued at \$600 or more will be sent an Affidavit of Eligibility/Liability Release via email. All forms must be completed, signed, notarized and returned to Administrator within five (5) business days of date of issuance. A potential winner becomes the "Winner" only after verification of eligibility by Sponsor. If such potential winner cannot be contacted within a reasonable time period, if the potential winner is ineligible, if any notification is returned undeliverable, or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and an alternate winner may, but is not required to, be randomly selected from among all remaining Entries for the drawing.
5. **PRIZES/PRIZE RESTRICTIONS:** Five (5) Sweepstakes Prizes (One (1) Grand Prize and Four (4) Runner Up Prizes) will be awarded during the Sweepstakes as detailed below:

GRAND PRIZE (1): One (1) VIP trip for four (4) (winner and three (3) guests) to a National Hockey League ("NHL") game during the 2018 or 2019 season. Trip package includes:

- Round-trip coach air transportation for winner and three (3) guests from a major airport, as determined by UAC, near the winner's home within their province (Canada) to the location of the NHL game.
- One (1) standard room for four (4) for two (2) days/one (1) night
- Four (4) tickets to the NHL game
- Meet & Greet with an Under Armour Athlete
 - Based on schedules and availability; either Drew Doughty, Carrie Price or Taylor Hall
- One (1) Under Armour product package
- A meal stipend awarded in the form of a \$500 VISA gift card.

***Note:** UAC will work with winner to choose the NHL game and tickets, which are based on the location of the winner's home, availability and prices.*

The Approximate Retail Value ("ARV") of the Grand Prize is \$7,500 CAD.

RUNNER UP PRIZES (4): Four (4) Runner Up Prizes will be awarded. Each Runner Up Prize Winner will receive:

- One (1) \$500 Sport Chek Gift Card

The ARV of each Runner Up Prize is \$500 CAD.

The ARV of all Sweepstakes Prizes is \$9,500 CAD.

The National Hockey League is not affiliated with UAC and does not sponsor, endorse, approve or have any responsibility for this Promotion.

GRAND PRIZE RESTRICTIONS: Actual prize value depends on the location of the winner's residence and dates of travel. **Travel must be reserved by December 31, 2018 and must be taken before December 31, 2019 or prize will be forfeited and Sponsors will have no further obligation to such winner.** Any difference between stated value and actual value will not be awarded. Winner is responsible for any transportation not specifically noted in these rules. Winner and guests must travel together on the same itinerary and are responsible for obtaining all necessary travel documents prior to travel. Certain restrictions, as determined by Sponsors, may apply. UAC will attempt to accommodate winner's preferred itinerary, but all specifics thereof will be at UAC's discretion. If winner and guests cannot comply with these restrictions or any other portion of these Official Rules, the prize will be forfeited in its entirety and an alternate winner may, but is not required to be chosen in a random drawing form along all remaining eligible entries. Winner and travel guests must travel from major airport closest to the winner's residence, as determined by Sponsors, in their sole discretion. Any picture identification requirements associated with air travel are the winner and travel guests' responsibility. In the event the winner lives within 100 miles from the trip destination, ground transportation only (not air transportation) will be provided to and from the hotel. Travel arrangements must be made through UAC's agent, on a carrier of UAC's choice and trip must be taken on an option of 2 dates of the UAC's choosing. If winner and guests cannot travel on the dates specified by Sponsor, the prize will be forfeited in its entirety and the prize may be awarded to an alternate winner selected in a random drawing from among all remaining eligible entries. Flight details are subject to availability and airline carrier's regulations and conditions apply. The trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Sweepstakes Entities are not responsible for lost or mutilated tickets and none will be replaced. Airline tickets are non-refundable, non-transferable, and are not valid for upgrades. All prize details will be determined at the sole discretion of Sponsor. If any portion of the prize is not available for any reason then the UAC reserves the right to substitute that portion of the prize with another prize of comparable or greater value. Guests must be at least eighteen (18) years of age, and must complete and return a publicity and liability release within five (5) days of date of issuance. All local taxes and any other costs and expenses associated with prize acceptance and use not listed herein as part of the prize including, without limitation, ground transportation (other than that specified above as included in prize), luggage fees, souvenirs, miscellaneous expenses, and gratuities are the sole responsibility of winner.

PRIZE RESTRICTIONS: Limit of one (1) Sweepstakes Prize per person/per household. All Runner Up Prizes will be fulfilled approximately four (4) to six (6) weeks after the Sweepstakes has ended. Prizes will be awarded only upon winner redemption, confirmation, verification and final approval by Sponsors. No substitution, transfer of any prize or cash alternative permitted, except by UAC who reserves the right, in their sole discretion, to substitute a prize of equal or greater value, if prize, or portion of prize, becomes unavailable. Sweepstakes Parties are not responsible for late, lost, stolen, damaged, delayed, or undelivered prizes. PRIZES ARE AWARDED "AS IS" WITH NO GUARANTEE. ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE HEREBY DISCLAIMED BY THE SWEEPSTAKES PARTIES. ALL PRIZE DETAILS ARE AT UAC'S SOLE DISCRETION. ANY TAXES, COSTS AND EXPENSES ASSOCIATED WITH PRIZE ACCEPTANCE AND USE NOT SPECIFIED HEREIN AS BEING PROVIDED ARE WINNERS' SOLE RESPONSIBILITY.

6. **TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:** Message and Data Rates may apply. ***Carrier specific charges for text messages may apply, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.*** SMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for text messaging may be different. Check your phone capabilities for specific instructions. Snipp and UAC make no guarantee that any particular wireless service provider will participate. Check with your service provider for details. By selecting to participate via text messaging, the participant grants permission to Snipp on behalf of UAC to confirm the participant's consent via return text message and participant must agree to accept all applicable charges associated therewith. Once accepted, UAC on behalf of Snipp shall send the participant one (1) SMS message with a link to

the Website. Wireless service providers may charge participant for each text message, including any error message that is sent and received in connection with the Promotion, based on the applicable wireless service plan. Participant is responsible for all applicable fees and taxes associated with submitting a receipt using SMS messaging. Snipp on behalf of UAC, in its sole discretion, may add or delete a cellular carrier at any time, without notice. You may text STOP to 811811 at any time unsubscribe and to stop receiving text messages, or HELP for help. Except as otherwise set out in these Official Rules, the Sweepstakes Parties will not store the phone number you use to SMS Snipp and will not use this phone number for any other purpose than sending you an SMS with the Website link, and confirming your consent or unsubscribe and communicating with you to answer your questions.

- 7. GENERAL:** Each winner hereby expressly grants to the Sweepstakes Parties and their respective designees all rights to use and publish his/her name, likeness (photographic or simulated), voice, and province of residence for all purposes, including without limitation, advertising, marketing, promotional and publicity purposes in connection with this Sweepstakes (“Advertising”), in any and all media now or hereafter devised, worldwide in perpetuity, without any form of notice or any amount or kind of compensation or permission, except where prohibited by applicable law. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsors and/or their licensors, and each winning participant hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of UAC and/or their licensors, and each winner hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of such winning recipient’s name, likeness or voice under contract, tort or any other theory of law. The Sweepstakes Parties do not assume any responsibility for any disruption in the Sweepstakes , including but not limited to the failure or interruption of any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. In no event will more prizes be awarded than those listed in Rule #5. All decisions as to these Official Rules and interpretations thereof are exclusively within the sole discretion of the Sponsors and may be changed from time to time without notice. The Sponsors reserve the right to cancel or modify the Sweepstakes at any time without notice and shall have no liability to anyone, including entrants, for the cancellation or termination of this Promotion. A potential winner may be requested to provide the UAC with proof that the potential winner is the authorized account holder of the email address associated with the winning Entry. If, in UAC’s sole determination, a dispute cannot be resolved, the Entry will be deemed ineligible. Entries generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, garbled, or corrupted are void and will not be accepted.
- 8. CONDUCT:** By participating in this Promotion, you agree to be bound by these Official Rules and the decisions of Sponsors, which shall be final, binding and non-appealable in all respects. Failure to comply with these Official Rules may result in disqualification. The Sweepstakes Parties reserve the right at their sole discretion to disqualify any individual found to be tampering with the participation process or the operation of the Promotion, or to be acting in any manner deemed by the Sweepstakes Parties to be in violation of the Official Rules, or to be acting in any manner deemed by the Sweepstakes Parties to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person and void all associated Entries and/or registrations. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS’ FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
- 9. LIMITATIONS OF LIABILITY:** To the fullest extent permitted by law, the Sweepstakes Parties assume no responsibility or liability for (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, Entries, URLs, or emails; (b) any incorrect or inaccurate Entry information, or for any faulty or failed electronic data transmissions; (c) any

unauthorized access to, or theft, destruction or alteration of Entries or registrations at any point in the operation of this Promotion; (d) 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, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Promotion; (e) inaccessibility or unavailability of the Internet or the Website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of Entries, social networking posts, or registrations, the announcement of the prizes, or in any other Promotion-related materials; or (f) any injury or damage to participants or to any other person's computer which may be related to or resulting from any attempt to participate in the Promotion. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, then the Sweepstakes Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. If terminated, the Sweepstakes Parties will award the prizes from among all non-suspect, eligible Entries received for the Sweepstakes up to the time of such action.

- 10. RELEASES:** To the fullest extent permitted by law, all participants, as a condition of participation in this Promotion, agree to release, hold harmless Sponsors, Snipp Interactive, Realtime Media, LLC, and their respective parent, subsidiaries, affiliates, retailers, and advertising and Sweepstakes agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") from and against any and all liability, claims, damages, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with (i) participation in any aspect of the Promotion, (ii) the receipt, ownership or use of the prize awarded, including any travel associated with any prize, (iii) participant's registration material on any related website, or (iv) any typographical or other error in these Official Rules.
- 11. CHOICE OF LAW AND JURISDICTION:** Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Sponsor, and administrator in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the province of Ontario, without giving effect to any choice of law or conflict of law rules or provisions (whether of the province of Ontario or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the province of Ontario. Any action seeking legal or equitable relief arising out of or relating to the Sweepstakes or these Official Rules shall be brought only in the courts of the province of Ontario. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-convenience or lack of personal jurisdiction they may have.
- 12. PRIVACY:** Except as noted in these Official Rules, information (i) will be collected by or on behalf of Sponsors (ii) used only for the purpose of Sweepstakes administration and winner notification and verification and (iii) will not be re-used, sold or shared in any manner by the Sweepstakes Parties or any third parties unless you have elected to receive additional information or promotional material from the Sponsors, or a third party. By entering this Promotion, each participant consents to the collection, use and disclosure of information for the purposes and in the manner described herein. All participants further consent to the publication of their names and photographs without further notice or compensation, in any publicity or advertisement carried out by the Sponsors in any manner whatsoever, including, but not limited to print, broadcast, the internet and in-store marketing campaigns. By participating in the Promotion, participant agrees to all of the terms and conditions of

- a) UAC's Privacy Policy which is available at https://account.underarmour.com/privacy?locale=en_ca.
- b) FGL Sports Ltd.'s Privacy Policy, which is available at <http://www.sportchek.ca/helpdesk/index.jsp?display=safety&subdisplay=privacy>; and
- c) Administrator's Privacy Policy, which is available at <http://www.snipp.com/privacy-policy/>

In the event of any discrepancy between the aforementioned Privacy Policies and these Official Rules, these Official Rules shall control and govern.

13. TAX INFORMATION: All local and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner.

14. WINNERS LIST: To receive the list of winners of prizes, send an email to valerie.noonan@underarmour.com for receipt by November 15, 2018. Your email subject should contain the following: **Under Armour Back to School Sweepstakes Winners List Request**

SPONSORS: Under Armour Canada, 169 Enterprise Blvd. Suite 500, Unionville, ON L6G 0E7 and FGL Sports Ltd., 824 41 Ave NE, Calgary, AB T2E 3R3

ADMINISTRATORS: Snipp Interactive Inc., 1605 Connecticut Ave NW, Washington, DC 20009 Realtime Media LLC, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428

CAUTION: Any attempt to deliberately damage any web site or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, the Sweepstakes Parties reserve the right to seek damages or other remedies from any such person(s) responsible for the attempt to the fullest extent permitted by law.