

RELEASE

The Chevrolet Good Deeds Cup Contest (“Contest”)

I, the undersigned, represent that I am the _____ [Mother, Father or Legal Guardian] of _____ [Child’s full name], and hereby expressly consent to my child’s participation in the Contest and to the submission of an entry and the Materials (defined below) for the purposes of the Contest. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I hereby agree as follows:

1. I grant the registered Peewee coach of my child’s Hockey Canada Peewee Team (the “Coach”) the irrevocable rights and permissions to tape, film, audio record and otherwise capture (in whole or in part): my child’s (i) name; (ii) image; (iii) voice; (iv) any other aspect of his/her likeness; (v) any comments made by or attributable to him/her; and (vi) any stories, documents, photographs, images, footage, personal information and any other type of materials or content that I or my child may furnish, present or otherwise make available to the Coach (collectively, the “Assets”) for my child’s participation in the Contest.

2. I agree that the Coach has the legal right to agree and be legally bound by the Contest Official Rules (attached as Exhibit A) on my child’s behalf and my own behalf.

3. I hereby irrevocably grant to **GENERAL MOTORS OF CANADA COMPANY**, (the “Sponsor”) and its successors, assigns, licensees, sublicensees, designees, parent corporation, subsidiaries, affiliates, divisions, Momentum, the Coach, and all others acting with the permission of the Sponsor, and all of their respective agents, employees, directors, shareholders, successors, assigns and officers (collectively, the “Licensees”), the irrevocable, fully paid up, royalty free, sublicensable rights and license to use, copy, disseminate, publish, record, reproduce, publicly perform, arrange, re-arrange, edit, modify, adapt, exhibit, distribute, make available, communicate to the public by telecommunication, synchronize with other content and materials, and otherwise exploit the materials as described in Exhibit A, submitted to the Sponsor by the Coach for the purposes of my child’s participation in the Contest (collectively, the “Materials”, which for greater certainty include the Assets) without restriction, in whole or in part in any manner or medium, whether now known or hereafter developed, , without limitation as to frequency throughout the universe in perpetuity, with no further remuneration or notice whatsoever, for advertising, publicity, business trade or art purposes, or for any other legal purpose related to Sponsor activities, including but not limited to dissemination through various media and on Chevrolet Canada’s YouTube channel. Any advertisements or other materials created by the Licensees which incorporate the Materials shall be collectively known as the “Productions.” I acknowledged that the Materials may be used alone and/or with captions, film, artwork, audio tracks, photographs or any other material as part of the Productions. The Licensees shall not be under any obligation to use the Productions or the Materials in any way.

4. I acknowledge that I, on my own behalf and on my child’s behalf, do not have any right, title or interest, and will not claim any, in or to the Productions, and I hereby waive all “droits moral” or so called moral rights with respect to the Materials and Productions in favour of the Sponsor (and anyone authorized by the Sponsor to use the Materials or Productions). I agree that neither the Productions nor any Materials need be submitted to me for any approval and the Licensees shall be without liability to me whatsoever for any editing or alteration or for any distortion, illusionary or other effect resulting from the publication or other use of the Materials. I hereby transfer, assign and convey, in perpetuity and throughout the universe all my copyrights, privacy, publicity or any other property rights, title and interest of every kind if any, whether now or hereafter known, in and to the Productions or any part thereof, to the Sponsor.

5. I warrant and represent that (i) I am at least of the legal age of majority in the jurisdiction of my legal residence, (ii) I have the full right and power to execute this Release and grant to the Licensees all of the rights set forth herein, (iii) neither the granting of nor the Licensees’ exercise of the rights granted to the Licensees herein will in any way infringe upon or violate the rights of any third parties, (iv) this Release does not in any way conflict with any existing commitment on my or my child’s part; and (v) I have not heretofore authorized (which authority is still in effect), nor will I authorize

or permit for a period of 6 months from signing of this release, the use of the Materials in connection with the advertising and/or promotion of any entity competitive with the Sponsor.

6. I hereby release each of the Licensees from all liability, loss, claims, suits, costs or damages arising out of or in connection with the use or exploitation of the Materials or the Productions, including but not limited to, compensatory, punitive, enhanced, consequential and incidental damages and reasonable attorneys' fees, whether such damages arise under contract, tort or statute.

7. The validity, construction, and effect of this Release shall be governed by the laws of the Province of Ontario . This Release represents the entire understanding between the parties regarding the subject matter hereof and supersedes all prior agreements. No waiver, modification or addition to this Release shall be valid unless in writing and signed by the parties hereto. In addition, the invalidity, illegality or unenforceability of any provision or any part of any provision of this Release shall not affect or impair the validity, legality or enforceability of any other provision or any part of any other provision.

The parties hereto confirm that it is their wish that this Release as well as other documents relating hereto, including notices, have been and shall be drawn up in the English language only. Les parties aux présentes confirment leur volonté que cette convention de même que tous les documents, y compris tous avis, s'y rattachant, soient rédigés en langue anglaise seulement.

Full Name Printed	Signature	Date
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Address	City	Province	Postal
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Phone Number

Signature of Witness

EXHIBIT A

Materials

Chevrolet Good Deeds Cup 2019-20 Season OFFICIAL CONTEST RULES AND REGULATIONS THIS CONTEST IS GOVERNED BY CANADIAN LAW

By entering this Contest (as defined below), entrants agree to abide by these official contest rules (the “Official Rules”). The Contest is in no way sponsored, endorsed or administered by, or associated with YouTube. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor (as defined below) and not YouTube. YouTube is hereby completely released of all liability by each entrant and participant in this Contest.

1. **CONTEST:** The Chevrolet Good Deeds Cup Contest (the “Contest”) is sponsored by General Motors of Canada Company (the “Sponsor”). The Contest begins at 12:00:01 AM Eastern Time (“ET”) on November 2, 2019 and ends at 11:59:59 PM ET on February 29, 2020 (the “Contest Period”). The Contest entry period begins at 12:00:01 AM ET on November 2, 2019 and ends at 11:59:59 PM ET on January 13, 2020 (the “Entry Period”).
2. **ELIGIBILITY:** No purchase necessary. The Contest is open only to Pee wee hockey teams registered with Hockey Canada as of the time of entry (each, a “Hockey Canada Pee wee Team”). Persons entering on behalf of a Hockey Canada Pee wee Team must, at time of entry: (i) be a legal resident of Canada; (ii) have reached the legal age of majority in his/her province or territory of residence; and (iii) be a registered Pee wee coach (a “Coach”) of the Hockey Canada Pee wee Team that the Coach is entering in the Contest. Coaches may not be: (i) employees, shareholders, officers, directors, agents, or representatives of the Sponsor, or the advertising and promotional agencies of the Sponsor, Hockey Canada (a federally incorporated amateur athletic association having its head office at 151 Canada Olympic Road, Suite 201, Calgary, Alberta, T3B 6B7, (“Hockey Canada”)), or their respective subsidiaries, affiliates, dealers, or franchisees; or (ii) a member of any such person’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the person or not). In these Official Rules, “immediate family” means mother, father, brothers, sisters, sons, daughters, partner, or spouse.

NOTE: The Coach is the designated point of contact for the Contest who will be responsible for submitting the Entry (as defined below) on behalf of the respective Hockey Canada Pee wee Team, as well as for Contest notification purposes. The Sponsor reserves the right, in its sole and absolute discretion, on a random audit

basis to contact any player's parent/legal guardian for the purposes of verifying his/her: (i) consent to the player's participation in this Contest; (ii) consent to the collection, use and disclosure of the player's personal information; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules. Failure of a player's parent/legal guardian to complete any such required verification to the complete satisfaction of the Sponsor within the time frame specified by the Sponsor may, in the sole and absolute discretion of the Sponsor, result in disqualification of the player, Coach and/or Hockey Canada Pee wee Team from participating in the Contest.

IMPORTANT NOTE: At any point during or after the Contest (including, but not limited to, after Prizes have been awarded), the Sponsor reserves the right, in its sole and absolute discretion, to require proof, in form and substance satisfactory to the Sponsor (including, but not limited to, requiring the Coach to sign a legally binding agreement), that: (i) the Coach meets the eligibility requirements specified in these Official Rules; (ii) the Hockey Canada Pee wee Team meets the eligibility requirements specified in these Official Rules; (iii) each player on the Hockey Canada Pee wee Team meets the requirements specified by Hockey Canada to be eligible to play on Hockey Canada Pee wee Team; (iv) neither the Coach, Hockey Canada Pee wee Team, any player on a Hockey Canada Pee wee Team, nor any parent/legal guardian or other individual associated with the Hockey Canada Pee wee Team in any way has, to the knowledge of the Coach, violated these Official Rules (as determined by the Sponsor in its sole and absolute discretion); (v) is required for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules; and/or (vi) the Coach has obtained written consent from

- (1) the Hockey Canada Pee wee Team's minor hockey association – which, acknowledges the minor hockey association's agreement: (i) that the Hockey Canada Pee wee Team is permitted to enter the Contest; (ii) the Hockey Canada Pee wee Team is permitted to use the Hockey Canada Pee wee Team's name(s) and/or logo(s) for the purposes of participating in the Contest (including, but not limited to, pursuant to the license in section 5f below); and/or (iii) to be legally bound by these Official Rules on behalf of the Hockey Canada Pee wee Team; and/or
- (2) the parent or legal guardian of each player on his/her Hockey Canada Pee wee Team – which, confirms that the parent or legal guardian: (i) has agreed to the player's participation in this Contest and to the submission of the Entry and Video (including, but not limited to, consent to the storage, usage

and sharing of any images, footage and/or personal information) submitted for purposes of the Contest; and (ii) agrees that the Coach has the legal right to agree to be legally bound by these Official Rules on behalf of the the player (and his/her parent or legal guardian).

3. **HOW TO ENTER:** To enter the Contest and be eligible to receive one (1) entry (each, an “Entry” and collectively, the “Entries”), the Coach must complete the following steps during the Entry Period:

Step One: Upload A Good Deed Video

First, have a YouTube account in your name or in the name of the Hockey Canada Peewee Team for which you have access and control, and that is set to public and will remain public during the Contest Period (the “YouTube Account”). If you do not have a YouTube Account, you will need to create one. Go to https://www.youtube.com/create_channel to create your free account. Entrants are subject to YouTube’s Terms of Service; these can be found at <https://www.youtube.com/static?gl=CA&template=terms>. Sponsor is not responsible in any way for any decisions YouTube makes regarding a Coach’s or Hockey Canada Peewee Team’s YouTube Account.

Once you have a YouTube Account, upload a video of a good deed performed by the Hockey Canada Peewee Team to the YouTube Account (a “Video”). Video must comply with YouTube’s Terms of Service and the Video format and content requirements detailed in section 4 below. In addition, Video must comply with the YouTube [Community Guidelines](#) – otherwise it will be disqualified.

Step Two: Complete Contest Registration Form

After uploading the Video to your YouTube Account, go to ChevroletGoodDeedsCup.ca. Complete the Contest registration form with the appropriate fields including, but not limited to: Hockey Canada Peewee Team name, Coach’s name and contact information (*Note: the Coach may choose to designate an alternate point of contact, who may be contacted in accordance with section 10(I), (II) and (III) below. Any individual named by the Coach as an alternate point of contact must meet the same requirements as the Coach as set out in section 2 above. Providing an alternate point of contact does not alleviate the Coach of any of his/her responsibilities or agreements pursuant to these Official Rules*), and the YouTube link to your Video. After submitting the registration form, which must be received during the Entry Period, you will automatically receive, subject to compliance with these Official Rules, one (1) Entry into the Semi-Finalist Selection Process (as defined below). Each Coach/Hockey Canada Peewee Team may only enter through one (1) YouTube Account. There is a limit of five (5) Entries per Coach/Hockey Canada Peewee Team. Each time a Coach/Hockey Canada Peewee Team enters the Contest, Steps One and Two must be followed. Each Video and good deed must be unique and must only be entered once into the Contest. By submitting the registration form, the Coach is agreeing [on his/her

own behalf and on behalf of the Hockey Canada Peewee Team and each player (and each player's parent or legal guardian) on the Hockey Canada Peewee Team] that the Sponsor (and those authorized by the Sponsor) shall be entitled to use the Video as provided in these Official Rules (including, but not limited to, pursuant to the license in section 5f below) and is confirming and representing and providing warranty to the Sponsor that: (i) adequate and appropriate consent to participate in the Video and the Contest, as well as for the Video to be used by Sponsor (and those authorized by the Sponsor) as provided in these Official Rules (including, but not limited to, pursuant to the license in section 5f below), has been obtained from the parents or legal guardians of each player on the Hockey Canada Peewee Team participating in the Video; and (ii) consent has also been obtained from the Hockey Canada Peewee Team's Minor Hockey Association to enter the Contest and to use the Hockey Canada Peewee Team's name and logo (see section 5 below for details).

Proof of uploading an Entry is not proof of receipt by Sponsor. Entries will not be acknowledged or returned.

4. **VIDEO FORMAT AND CONTENT:** Each submitted Video:

- a. must showcase the Hockey Canada Peewee Team performing a good deed that was completed no earlier than September 1, 2019. Examples of good deeds include (but are not limited to): cleaning up a park, organizing a bake sale for a good cause, volunteering at a soup kitchen, putting on a pancake breakfast for a good cause, spending time as a team in a retirement home, going tree planting, shoveling snow for those who cannot, etc.;
- b. must be between 30 and 60 seconds in length (any Video exceeding 60 seconds may be disqualified by the Sponsor in its sole and absolute discretion);
- c. must be uploaded on YouTube to the YouTube Account;
- d. must include at least ten (10) players from the Hockey Canada Peewee Team;
- e. must not, in the sole and absolute discretion of the Sponsor, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content, including, but not limited to: crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct (including, but not limited to, the use of alcohol or drugs); personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic);
- f. must be intended for family audience viewing and contain only content that, in the sole and absolute discretion of the Sponsor, is suitable for all persons, including persons under the age of 13;
- g. must be submitted only once;
- h. must not have been used for another contest, promotion or other commercial purposes;

- i. must not contain any copyrighted works (other than as owned by the Coach or the Hockey Canada Pee wee Team);
 - j. must not contain any third party trademarks or logos other than Hockey Canada or a Hockey Canada Minor Hockey Association; and
 - k. must not violate any law, regulation or third party policies.
5. **DECLARATION OF CONSENT BY COACH:** By entering this Contest and submitting a Video, the Coach:
- a. declares having obtained consent to participate in the Video and the Contest from the parent or legal guardian of each player on the Hockey Canada Pee wee Team appearing in the Video;
 - b. declares having obtained consent to participate in the Video from all other individuals appearing in the Video (or, in the case of any such individuals who are under the legal age of majority in their jurisdiction of residence, the parent or legal guardian of such individuals);
 - c. declares the Video is unique, original and created solely by the Coach and the Hockey Canada Pee wee Team;
 - d. declares he/she and the Hockey Canada Pee wee Team have the right to use, disseminate, publish, and distribute the Video (including, without limitation, for the purposes of this Contest in accordance with these Official Rules) without violating any laws or third-party rights;
 - e. agrees to indemnify the Releasees (as defined below) for any expenses incurred from any claims resulting from: (i) the use and/or dissemination of the Video by or on behalf of the Sponsor; and/or (ii) any breach of these Official Rules by the Coach and/or his/her Hockey Canada Pee wee Team (or any individual associated with the Coach and/or his/her Hockey Canada Pee wee Team);
 - f. gives Sponsor a worldwide, non-exclusive, royalty-free, sublicenseable, fully transferable, irrevocable license to use, reproduce, disseminate, publish, distribute, represent publicly, communicate to the public by telecommunication, make available, edit and modify the Video around the world and in perpetuity, in any type of media, with no further remuneration or notice whatsoever and, where appropriate, for all purposes related to Sponsor activities, including but not limited to dissemination through various media and on Chevrolet Canada's YouTube channel; and
 - g. waives all moral rights protecting the Video in favour of the Sponsor (and anyone authorized by the Sponsor to use the Video).

The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, but not limited to, government-issued photo identification): (i) for the purposes of verifying the eligibility of any Coach, Hockey Canada Pee wee Team and/or player to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy

of any Entry and/or other information for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor.

6. PRIZES: There are three (3) types of prizes in this Contest:

- I. SEMI-FINALIST PRIZES:** There are eight (8) semi-finalist prizes (each, a "Semi-Finalist Prize") available to be won during the semi-finalist selection process (the "Semi-Finalist Selection Process"). Each Semi-Finalist Prize will be awarded to the Coach as the designated point of contact on behalf of the Hockey Canada Peewee Team confirmed by the Sponsor as a Semi-Finalist Prize winner (a "Semi-Finalist Team"). Each Semi-Finalist Prize consists of: (i) \$2,000 (CAD) in the form of a cheque made payable to the Semi-Finalist Team's registered charity of choice in Canada, as designated by the Coach (subject to the Sponsor's ultimate approval in its sole and absolute discretion); and (ii) Hockey Canada and/or Chevrolet branded swag for each registered player (as of the date of Entry) on the Semi-Finalist Team, up to a maximum of twenty (20) players (approximate retail value ("ARV") of swag: \$100 per player). Note: There are eleven (11) Semi-Finalist Teams – but only eight (8) Semi-Finalist Prizes. This is because a Semi-Finalist Team that goes on to win a Finalist Prize (as defined below) or the Grand Prize (as defined below) will not be awarded a Semi-Finalist Prize. Limit of one (1) Semi-Finalist Prize per Hockey Canada Peewee Team (and, for greater certainty, a Hockey Canada Peewee Team can only be selected once as a Semi-Finalist Team).

- II. FINALIST PRIZES:** There are two (2) finalist prizes (each, a "Finalist Prize") available to be won during the finalist selection process (the "Finalist Selection Process"). Each Finalist Prize will be awarded to the Coach as the designated point of contact on behalf of the Hockey Canada Peewee Team confirmed by the Sponsor as a Finalist Prize winner (a "Finalist Team"). Each Finalist Prize consists of: (i) \$5,000 (CAD) in the form of a cheque made payable to the Finalist Team's registered charity of choice in Canada, as designated by the Coach (subject to the Sponsor's ultimate approval in its sole and absolute discretion); and (ii) Hockey Canada and/or Chevrolet branded swag for each registered player (as of the date of Entry) on the Finalist Team, up to a maximum of twenty (20) players (ARV of swag: \$100 per player). Note: There are three (3) Finalist Teams – but only two (2) Finalist Prizes. This is because the Finalist Team that goes on to win the Grand Prize will not be awarded a Finalist Prize.

- III. GRAND PRIZE:** There is one (1) grand prize (the "Grand Prize") available to be won during the

champion selection process (the “Champion Selection Process”). The Grand Prize will be awarded to the Coach as the designated point of contact on behalf of the Hockey Canada Peewee Team confirmed by the Sponsor as the Grand Prize winner (the “Winning Team”). The Grand Prize consists of: (i) a Good Deeds Cup Champion’s Ceremony (ARV: \$5000); (ii) national recognition with a feature on broadcast television; (iii) Hockey Canada and/or Chevrolet branded swag for each registered player (as of the date of Entry) on the Winning Team, up to a maximum of twenty (20) players (ARV of swag: \$200 per player); (iv) \$100,000 (CAD) in the form of a cheque made payable to the Winning Team’s registered charity of choice in Canada, as designated by the Coach (subject to the Sponsor’s ultimate approval in its sole and absolute discretion); and (v) \$10,000 (CAD) in the form of a cheque made payable to the Winning Team’s Hockey Canada Branch.

The prizes must be accepted as awarded without substitution and are not transferable. The Sponsor reserves the right, in the event that a prize (or any part thereof) cannot be awarded as described for any reason, to substitute another prize of equal or greater value, without liability. The Releasees are not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any reason, of any aspect of a prize. No individual or entity will be compensated in the event of such delay, cancellation or other event contemplated herein. All characteristics and features of the prizes, except as otherwise explicitly stated above, will be determined by the Sponsor in its sole and absolute discretion.

7. SEMI-FINALIST SELECTION PROCESS: The Semi-Finalist Selection Process will take place between 12:00:01 AM ET January 14, 2020 and January 23, 2020 11:59:59 PM ET. It will occur at 200 Wellington Street West, Toronto, ON to select eleven (11) eligible Semi-Finalist Teams. For the purposes of the Semi-Finalist Selection Process, there will be a total of eleven (11) regions (each, a “Region”), as follows: (i) one (1) Region for each Province (BC, AB, SK, MB, ON, QC, NB, NFLD, PEI, NS); and (ii) one (1) Region collectively for the Territories (NWT/NV/YK). There will be one (1) Semi-Finalist Team selected for each Region. Eligible Entries for each Region will be judged separately and will be reviewed by judges appointed by the Sponsor. Each Entry will automatically be allocated to the applicable Region by the Sponsor. Each Entry will be assigned a score on the basis of the following equally weighted judging criteria: (i) creativity of the good deed; (ii) showcasing teamwork and community involvement; and (iii) demonstration of the Hockey Canada Peewee Team’s love for hockey. In relation to each Region, the Entry that is awarded the highest score (as determined by the judges in their sole and absolute discretion) for the applicable Region will be eligible to win a Semi-Finalist Prize. In the event of a tie in a Region, the Entry (from among all such Entries that are tied in the applicable Region) that was awarded the highest score on creativity of the good deed [followed in the event of a

further tie by the highest score on: i) showcasing teamwork and community involvement; then ii) demonstration of the Hockey Canada Pee wee Team's love for hockey] will be deemed eligible to win a Semi-Finalist Prize. Odds of being selected depend on the number of Entries received for each Region and the calibre of the Entries in meeting the criteria identified above in each Region. Note: a Semi-Finalist Team that goes on to win a Finalist Prize or the Grand Prize will not be awarded a Semi-Finalist Prize.

8. FINALIST SELECTION PROCESS: The Finalist Selection Process will take place between on or about January 25, 2020 (following the announcement of the regional Semi-Finalist Teams) online at Chevrolet Canada's YouTube channel available at www.youtube.com/user/ChevroletCanada. Each of the eleven (11) Semi-Finalist Teams and their Entries will be showcased from January 25, 2020 at 12:00:00 AM EST to February 9, 2020 at 11:59:59 PM EST (the 'Viewing Period') on Chevrolet Canada's YouTube channel. The three (3) Semi-Finalist Teams that receive the most eligible views during the Viewing Period (as determined by the Sponsor in its sole and absolute discretion) will each be eligible to win a Finalist Prize. Note that YouTube requires three (3) business days following the Viewing Period to audit all views before a final view count can be determined for each Semi-Finalist Team's Video. Following this review by YouTube, the top three Semi-Finalist Teams according to number of eligible views during the Viewing Period will be announced on February 15, 2020. In the event of a tie at the end of the public viewing process, the eligible winners will be selected from amongst the tied entries by a panel of judges applying the same process and scoring criteria as outlined under section 7 above. Odds of being selected as eligible to win a Finalist Prize depend on the calibre of the Semi-Finalist Teams' Entries and the number of eligible views received during the Viewing Period. Note: the Finalist Team that goes on to win the Grand Prize will not be awarded a Finalist Prize.

All views are subject to verification. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of compliance with the Sponsor's interpretation of the letter and spirit of these Official Rules from any individual to participate (e.g. view) in this Contest. Failure to provide such proof within the timeline specified by the Sponsor may result in disqualification of the applicable views that cannot be verified to the complete satisfaction of the Sponsor, in its sole and absolute discretion.

IMPORTANT NOTE: Coaches, team members and other individuals may encourage other individuals to view an Entry; however, no form of incentive, inducement, prize or chance of receiving any incentive, inducement, or prize may be offered as part of such encouragement in furtherance of receiving such individual's views for any Entry, nor may any Coach, team member or other individual directly or indirectly associate their Entry with any paid advertising. For example, but without limitation, any attempt by Coaches, Hockey Canada Pee wee

Teams or other individuals or entities to increase the number of views on an Entry by launching a YouTube video or other similar advertising campaign (e.g. such as using the Entry as a paid advertisement that plays before an individual watches another video on YouTube) shall be considered by the Sponsor to be a violation of these Official Rules. Any Coach, Hockey Canada Peewee Team or other individual determined by the Sponsor to be directly or indirectly engaging in such behaviour is subject to disqualification, and the corresponding views, Entry and/or Semi-Finalist Team is subject to disqualification in the sole and absolute discretion of the Sponsor.

IMPORTANT NOTE: JUST BECAUSE A NUMBER OF VIEWS MAY APPEAR ON CHEVROLET CANADA'S YOUTUBE CHANNEL OR OTHERWISE DOES NOT MEAN THAT THE SEMI-FINALIST TEAM ASSOCIATED WITH THOSE VIEWS IS OR WILL BE A FINALIST TEAM. ANY OR ALL VIEWS MAY BE VERIFIED (AND DISQUALIFIED IF DEEMED BY THE SPONSOR TO VIOLATE THE LETTER OR SPIRIT OF THESE OFFICIAL RULES, AS DETERMINED BY THE SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION) AT ANY TIME AND FOR ANY REASON. ANY SUCH PUBLIC DISPLAY OF VIEWS IS FOR ENTERTAINMENT PROPOSES ONLY. ONLY THE SPONSOR CAN DEEM A SEMI-FINALIST TEAM TO BE A FINALIST TEAM.

9. CHAMPION SELECTION PROCESS: The Champion Selection Process will take place between 12:00:01 AM ET February 16, 2020 and February 26, 2020 11:59:59 PM ET. It will occur at 200 Wellington Street West, Toronto, ON to determine the eligible Winning Team. The three Finalist Team Entries will be reviewed by judges appointed by the Sponsor to select the eligible Winning Team. Each Finalist Team's Entry will be assigned a score on the basis of the following equally weighted judging criteria: (i) number of eligible YouTube views during Finalist Selection Process Viewing Period; (ii) impact on the community; and (iii) community engagement. The Finalist Team's Entry that is awarded the highest score (as determined by the judges in their sole and absolute discretion) will be eligible to win the Grand Prize. Odds of being selected depend on the calibre of the Finalist Teams' Entries in meeting the criteria identified above.

10. PRIZE NOTIFICATION:

I. SEMI-FINALISTS: The selected Semi-Finalist Teams will be notified through their Coach (and, if provided at the time of registration, the Coach's designated alternate point of contact) at the telephone number/or email address submitted on the Contest registration form on or about January 24, 2020. If the Coach of a selected Semi-Finalist Team (or the Coach's designated alternate point of contact, if provided during the registration process) (a) cannot be reached by phone or email within twenty-four (24) hours of notification; or (b) fails to return the properly executed release form within the specified time, then such

selected Semi-Finalist Team will be disqualified and the Entry with the next highest score in the applicable Region will be selected and the process above will be repeated until such time as all eleven (11) Semi-Finalist Teams [one (1) Semi-Finalist Team per Region] have been confirmed or there are no more eligible Entries, whichever comes first. If the Sponsor is not able to select a Semi-Finalist Team in accordance with this Official Rules for a particular Region, then there will be no Semi-Finalist Team for that Region. In any such case, no Semi-Finalist Prize will be awarded for that Region.

- II. FINALIST PRIZES:** The selected Finalist Teams will be notified through their Coach (and, the Coach's designated alternate point of contact, if provided during the registration process) at the telephone number/or email address submitted on the Contest registration form on or about February 14, 2020. If the Coach (or the Coach's designated alternate point of contact, if provided during the registration process) of a selected Finalist Team (a) cannot be reached by phone or email within twenty-four (24) hours of notification; or (b) fails to return the properly executed release form (including, but not limited to, correctly answering a mathematical skill-testing question) within the specified time, then such selected Finalist will be disqualified and the Semi-Finalist Team with the next highest number of views will be selected and the process above will be repeated until such time as all three (3) Finalist Teams have been confirmed or there are no more eligible Semi-Finalists Teams, whichever comes first.
- III. GRAND PRIZE:** The selected Winning Team will be notified through its Coach (and the Coach's designated alternate point of contact, if provided during the registration process) at the telephone number/or email address submitted on the Contest registration on February 27 or 28, 2020. If the Coach (or the Coach's designated alternate point of contact, if provided during the registration process) (a) cannot be reached by phone or email within twenty-four (24) hours of notification; or (b) fails to return the properly executed release form within the specified time; then such selected Winning Team will be disqualified and the Finalist Team with the second highest score will be selected and the process above will be repeated until such time as the Grand Prize has been awarded, or there are no more eligible Finalist Teams.

All prizes will be distributed following the end of the Contest Period. None of the Releasees will be responsible for failed attempts to contact a Coach (or the Coach's designated alternate point of contact, if provided during the registration process). To be declared a prize winner, the Coach of the a Hockey Canada Peewee Team selected as eligible to win a prize (each, a "Selected Entrant") must: (a) sign a release form, which, among other things: (i) confirms compliance with these Official Rules and certifies eligibility (including, without limitation, that all required consents and releases from the parents/legal guardians of all players on the Hockey Canada Peewee Team have been fully and properly obtained to the complete satisfaction of the Sponsor); (ii) confirms acceptance of the applicable prize as awarded, without substitution; (iii) releases the Sponsor, its parent

company, affiliated companies, subsidiaries, divisions, advertising and promotion agencies, YouTube, Hockey Canada, Hockey Canada's Regional Members and Minor Hockey Associations, and all of their respective agents, employees, directors, officers, shareholders, successors and assigns (collectively, the "Releasees") from any liability in connection with the Contest and the applicable prize; and (iv) agrees to the use of his/her name, Hockey Canada Peewee Team name, city and province/territory of residence, and image without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor.

- 11. GENERAL:** By entering the Contest, the Coach [on his/her own behalf and on behalf of the Hockey Canada Peewee Team and each player (and each player's parent or legal guardian) on the Hockey Canada Peewee Team] agrees to abide by these Official Rules and the decisions of the Sponsor with respect to all aspects of the Contest, which are final and bonding without right of appeal. The Contest is subject to all applicable federal, provincial, territorial and municipal laws.

By entering, each Coach [on his/her own behalf and on behalf of the Hockey Canada Peewee Team and each player (and each player's parent or legal guardian) on the Hockey Canada Peewee Team] consents to the use of his/her name, Hockey Canada Peewee Team name, city and province/territory of residence, submitted as an Entry into the Contest without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Official Rules to enter or otherwise participate in or to disrupt this Contest, then the Sponsor reserves the right, in its sole and absolute discretion, to take whatever action it deems necessary based on the circumstances to help ensure that the Contest is being conducted in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules (including without limitation disqualifying any Entry at any time).

The Releasees will not be liable for any failure of any Contest related website or any social media platform (including, without limitation, YouTube), and do not assume any responsibility for incorrect or inaccurate capture of information, technical malfunctions, human or technical error, tampering, including the use of bots, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The use of an invalid YouTube Account (as determined by the Sponsor in its sole and absolute discretion) will disqualify all Entries and/or views associated with that YouTube Account. The sole determinant of the time for the purposes of a valid online Entry in this Contest will be the Sponsor's official clock(s). In the event it is determined by the

Sponsor in its sole and absolute discretion that an individual has participated in a fashion not sanctioned by these Official Rules, Sponsor reserves the right, in its sole and absolute discretion, to take whatever action it deems necessary based on the circumstances to help ensure that the Contest is being conducted in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules (including without limitation disqualifying any Entry at any time).

12. CONTEST CHANGES AND CANCELLATION: The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the “**Régie**”) in the Province of Québec, to the extent applicable, to terminate, suspend or amend this Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, such as tampering, the Sponsor reserves the right with the consent of the Régie, to cancel the Contest. The Releasees shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest, including, but not limited to, any damage to an individual's mobile phone, computer equipment, system, software or any combination thereof, as a result of the individual's participation in this Contest. Further, the Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Official Rules, to the extent deemed necessary by Sponsor, for purposes of verifying compliance by any participant, Entry, view and/or other information with these Official Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Official Rules, or for any other reason.

13. RESIDENTS OF QUEBEC: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

14. DISCREPANCIES: In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the French version of these Official Rules, the registration form, television, print or online advertising; the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.

15. PERSONAL INFORMATION: Personal information collected as part of this Contest will be collected, used and disclosed by the Sponsor to administer the Contest and as otherwise set out in these Official Rules. For more information regarding the manner of collection, use and disclosure of personal information by the

Sponsor, please visit <http://www.gm.ca/gm/english/corporate/about/privacy/overview>. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.