

10 000 \$ TO WIN IN ESSO[†] GIFT CARDS

CONTEST OFFICIAL RULES

The contest «\$ 10 000 to win in Esso[†] gift cards » is sponsored by Sports Excellence Corporation, 151 avenue Alston, suite 100, Pointe-Claire, (Québec) Canada H9R 5V9. The contest is governed by these official rules, which are also available at www.sportsexcellence.ca. By participating in the contest, each entrant agrees to these official rules, including all eligibility requirements, and understands that the results of the Promotion are final in all respects. The Contest is subject to all federal, provincial and local laws and regulations and is void where prohibited by law. Odds of winning depend on the number of eligible entries received.

ELIGIBILITY: The contest is only open to legal resident of Canada (individuals under 18 years of age must have parental consent to enter Promotion). Employees, officers and directors of Sports Excellence and their respective parents, subsidiaries, consultant, agents, representatives and suppliers (collectively, "Promotion Entities") as well as their immediate families and persons living in the same household as such individuals, are not eligible to enter or win.

CONTEST PERIOD: The contest begins at 12:01 am ET on August 1st 2012 and ends on October 4th, 2012, at 11:59 pm ET.

HOW TO PARTICIPATE: To participate, visit www.sportsexcellence.ca, and enter the Esso access code on the back of the 2012 Sports Excellence Hockey flyer distributed or on line on Sports Excellence Website. To increase your chance of winning, go to a participating Sports Excellence dealer during the contest period, and with a hockey product purchase, receive a participation card with an additional access code. Refer a friend, and obtain an additional chance of winning a gift card.

General registration rules: Receipt of entries will not be acknowledged, and proof of submission of an entry will not be deemed proof of receipt. Sponsor has no obligation to advise an entrant of an incomplete or otherwise non-compliant entry. Sponsor is not responsible for late, invalid, incomplete or misdirected entries, which will be disqualified. All entries become the exclusive property of Sponsor and will not be returned.

WINNER SELECTION: The potential winners will be randomly draw from On Line participant pools on October 5th, 2012 from among all eligible entries received by Sports Excellence Corporation, 151 Alston, Suite 100, Pointe-Claire, Québec, Canada, H9R 5V9. Each potential winner will be contacted by telephone and then e-mail, according to the contact information provided by that entrant. To win, the selected person must answer a mathematical question within a period of 48 hours after the sending of the message. If the selected person does not respond within 48 hours, the price will be automatically removed, and another candidate will be designated randomly.

PRIZES:

<u>First prize</u>: One (1) Esso[†] gift card – A value of \$ 1 000; <u>Second prize</u>: One (1) Esso[†] gift card - A value of \$ 500; <u>Third prize</u>: Two (2) Esso[†] gift cards – A value of \$250;

Fourth prize: One (1) Esso[†] gift card - A value of \$ 100 for each participating store (eighty (80) gift cards).

All Esso[†] gift cards are exchangeable in all Esso throughout Canada gas stations. Esso[†] gift cards can be combined with other forms of payment. Costs exceeding the value of the card may be settled in cash or through major credit cards. Gift cards have no cash value and no other value less than be exchanged. The use of a gift card means that the holder agrees to comply with its terms. If the winner is a minor, the prize will be attributed for the parent or adult legal guardian of the minor, and full responsibility for a minor will be the parent or adult legal guardian.

INDEMNIFICATION AND LIMITATIONS:

Each participant in the competition should therefore be free and cover and release contest entities and their officers, directors, employees, representatives and agents from any liability, damage or loss arising in whole or in part, directly or indirectly, the participation of the participant in the contest and acceptance of any likely to be won prices. The competition entities give no warranty, express or implied, as to the condition or the appropriateness of prices. Each participant agrees to sign any document containing the terms of these official rules.

The entities of the competition and their officers, directors, employees, representatives and respective agents disclaim any liability for damage to any computer system resulting from the access to information or documentation related to the contest or downloading of this information or documentation.

Esso^{†,} Trademark of Imperial Oil Limited. Used under license. Imperial Oil Limited is not a sponsor or co-sponsor of this promotion. All trademarks are property of their respective owner.

PUBLICITY:

By submitting an entry, each winner consents and grants Sponsor and those acting under its authority permission to use and disclose the winner's name, personal information, likeness, or comments for advertising and publicity purposes without payment of additional consideration, except where prohibited by law.

GOVERNING LAW:

All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules, or the rights and obligations of entrants and the Promotion Entities in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of Quebec and Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions. Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of. Or connected with, this Promotion or any prizes award, shall be resolved individually, without resort to any form of class action, and exclusively by the Quebec Superior Court, City of Montreal; (2) an and all claims, judgements and awards shall be limited to actual out-of-pocket costs, but in no event including attorneys' fees, disbursements or court costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket costs.

OUEBEC RESIDENT PARTICIPANTS:

Any litigation involving a Quebec resident respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting

the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

PERSONAL INFORMATION PRIVACY:

Personal information of Promotion participants will (i) be held by Sports Excellence Corporation, 151, Alston, Suite 100, Pointe-Claire, (Québec), Canada H9R 5V9 (ii) be used for, and accessible only to employees directly involved in the Promotion, internal analysis and future promotions to such participants by Sponsor and its affiliates, and (iii) not be disclosed to other persons. Any participant may access and obtain a copy of his personal information upon written request to Sports Excellence Corporation, 151, Alston Avenue, Suite 100, Pointe-Claire, (Québec), Canada H9R 5V9.

NAME OF THE WINNERS:

To find out the names of the winners, please send a self-addressed stamped envelope on or before October 5th, 2012 to «\$10 000 to win in Esso† gift cards », Sports Excellence Corporation, 151, Alston Avenue, Suite 100, Pointe-Claire, (Ouébec), Canada H9R 5V9.