

**USA Hockey**  
**Hockey Weekend Across America**  
**“Why Hockey Rocks Video Contest”**  
**Official Rules**

**IF YOU ARE A MINOR, ASK YOUR PARENT OR LEGAL GUARDIAN FOR PERMISSION AND TO HELP YOU ENTER.**

**EACH PARTICIPANT (OR MINOR PARTICIPANT’S PARENT OR LEGAL GUARDIAN ON BEHALF OR HIMSELF/HERSELF AND ON THE MINOR’S BEHALF) AGREES TO THESE OFFICIAL RULES.**

**AS MORE FULLY DESCRIBED BELOW, EACH PARTICIPANT (OR MINOR PARTICIPANT’S PARENT OR LEGAL GUARDIAN ON BEHALF OF HIMSELF/HERSELF AND ON THE MINOR’S BEHALF) WILL BE REQUIRED TO COMPLETE, SIGN AND RETURN DOCUMENTATION, SUCH AS AN AFFIDAVIT AND RELEASE, WITHIN THE TIME FRAME SPECIFIED BY SPONSOR. NON-COMPLIANCE MAY RESULT IN DISQUALIFICATION.**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**1. SPONSOR.** The “Why Hockey Rocks Video Contest” (the “Contest”) is sponsored by USA Hockey, Inc., 1775 Bob Johnson Drive, Colorado Springs, CO 80906 (“Sponsor”).

**2. ENTRY PERIOD.** The Entry Period begins at 12:01 p.m. Eastern Time (“ET”) on December 11, 2009 and ends at 11:59 p.m. ET on December 31, 2009 (the “Entry Period”). Reebok-CCM Hockey U.S., Inc.’s (“Reebok’s”) computer is the official timekeeper for this Contest.

**3. ELIGIBILITY; REEBOK INSIDER REGISTRATION.** The Contest is open only to participants who, as of the entry date, are legal residents of the fifty (50) United States and the District of Columbia. **ADDITIONALLY, IN ORDER TO SUBMIT AN ENTRY IN THIS CONTEST, THE PARTICIPANT SUBMITTING THE ENTRY MUST BE AT LEAST FOURTEEN (14) YEARS OLD AND A REGISTERED REEBOK INSIDER (SEE REGISTRATION DETAILS BELOW).** The Contest is void in all other jurisdictions and where prohibited or restricted by law. Employees, officers and directors of Sponsor, Reebok, and their respective subsidiaries, affiliates, advertising and promotional agencies, and the immediate families (defined as parents, spouses, children, siblings, grandparents, and their respective spouses) or members of the same household (whether related or not) of each such employee, officer and director, are not eligible to enter. The Contest, and any website pages and advertisements relating thereto, is intended for viewing only within the jurisdictions where the Contest is offered and participants must be present in the United States or the District of Columbia at the time they enter. **TO BECOME A REGISTERED REEBOK INSIDER:** You must be at least fourteen (14) years old to register; registration is free at <http://www.reebokhockey.com/reebok-insider/join/>; registration is subject to the terms and conditions set forth at the registration website.

**4. HOW TO ENTER; SUBMISSION OF ENTRY MATERIALS; VIDEO ENTRY REQUIREMENTS.**

a. To enter the Contest, during the Entry Period visit [www.HockeyWeekendAcrossAmerica.com](http://www.HockeyWeekendAcrossAmerica.com) (the “Contest Website”) click on the Contest link and follow the onscreen prompts and instructions to fully complete all required registration information and upload a video (LIMIT: 60 seconds (:60) maximum) describing and/or depicting in a positive manner the theme: “Why Hockey Rocks” (the “Video Entry”); together with all other Contest entry and submission materials (including the Contest Affidavit and Release) the “Entry Materials”). Participants and Video Entries are

not required to demonstrate hockey skills. IN ORDER TO SUBMIT AN ENTRY IN THIS CONTEST, THE PARTICIPANT SUBMITTING THE ENTRY MUST BE AT LEAST FOURTEEN (14) YEARS OLD AND A REGISTERED REEBOK INSIDER. LIMIT: One (1) Video Entry per Reebok Insider account. In order to be eligible for this Contest, a Video Entry must (i) be paired with a Contest Affidavit and Release as described in Section 4(b) below and (2) conform to the Video Entry requirements set forth in Section 4(c) below. Video Entries will be judged and voted on as described in Section 5 below. There is no limit on the number of Video Entries a participant may submit or participate in; however, each Video Entry must be a separate and unique Video Entry submitted in accordance with these Official Rules. ELIGIBLE PARTICIPANTS MUST ENTER IN ACCORDANCE WITH THESE OFFICIAL RULES. NO OTHER METHOD OF ENTRY WILL BE ACCEPTED. Normal Internet access and usage charges imposed by entrant's online service will apply. By entering, participants understand that their entries may (in Sponsor's sole discretion) be posted online for consumers to view and vote on.

b. Each participant in a Video Entry (including the participant submitting the Video Entry and, if a group entry, all other participants in the Video Entry) must execute and deliver to Sponsor a Contest Affidavit and Release in the form provided by Sponsor, and by the time and in the manner described below. Use only a single Contest Affidavit and Release for the applicable Video Entry with all required signatures for all participants in the Video Entry. If a participant in a Video Entry is a minor in his/her primary state of residence, the Contest Affidavit and Release must also be executed by the participant's parent or legal guardian, on behalf of the minor and on behalf of the parent or legal guardian. A Contest Affidavit and Release is available on the Contest Website as a printable PDF file (requires free Adobe Reader software). THE CONTEST AFFIDAVIT AND RELEASE MUST INCLUDE THE EXACT NAME OF THE VIDEO ENTRY TITLE AND NAMES OF VIDEO ENTRY PARTICIPANTS AS SUBMITTED WITH THE VIDEO ENTRY AS PART OF THE ENTRY MATERIALS; THE FAILURE TO DO SO WILL BE PREVENT SPONSOR'S ABILITY TO MATCH THE CONTEST AFFIDAVIT/RELEASE WITH THE ASSOCIATED VIDEO ENTRY, AND MAY RESULT IN THE VIDEO ENTRY BEING DISQUALIFIED IN SPONSOR'S SOLE DISCRETION. Within seventy-two (72) hours after submitting a Video Entry, a fully executed Contest Affidavit and Release with respect to such Video Entry must be sent to and received by Sponsor by one of the following methods: (i) by e-mail to [hwa@usahockey.org](mailto:hwa@usahockey.org), with "Why Hockey Rocks Video Entry Release" in the subject line of the e-mail, (ii) by fax to USA Hockey to (719) 538-1160 addressed to "Why Hockey Rocks Video Entry Release", or (iii) by U.S. Mail with correct postage to "USA Hockey, Attn: Why Hockey Rocks Video Entry Release, 1775 Bob Johnson Drive, Colorado Springs, CO 80906.

c. Each Video Entry must meet the following requirements, as determined in Sponsor's sole discretion:

i. It must be a digital video of a size and format as will permit uploading at the Contest Website. See the Contest Website for additional information on upload requirements.

ii. It must be suitable for a public forum, and in keeping with Sponsor's and Reebok's positive images, and may not be offensive or inappropriate, as determined by Sponsor in its sole discretion;

iii. It must be in English;

iv. It must be entirely original to the participant(s), and must NOT include any mention or performance of any copyrighted media production, including, without limitation, music, films, books, television programming, etc., or identifying descriptions of any media property. An original creation is the product of one's own mind created solely by the participant(s), and is not a copy or imitation. Modifying, enhancing or altering a third party's preexisting work does not qualify as a participant's original creation.

v. It must NOT infringe, misappropriate or violate any right of any third party, including, without limitation, copyright, trademark, trade secret, or right of privacy or publicity, and must

NOT incorporate or include anything that would require the consent of any third party for the use of the Video Entry by Sponsor;

vi. It must NOT have been previously published, submitted to another contest, won any other award, broadcast on a media network or submitted to any entertainment entity; and

vii. It must NOT include, depict, or feature third parties (except members of a group appearing in that group's performance). To the extent that a third party shot or helped with the production of a Video Entry, the participant must be able to provide on request all appropriate clearances, permissions and releases from that third party's participation in the creation or production of the Video Entry and location releases for all recognizable locations. In the event a participant cannot provide all required releases, Sponsor reserves the right, in its sole discretion, to disqualify the applicable Video Entry or seek to secure the releases and clearances for Sponsor's benefit.

d. Each Video Entry and all Entry Materials, including, without limitation, all contents, concepts and ideas embodied therein, become the exclusive property of Sponsor, and will not be returned by Sponsor. Each participant hereby assigns to Sponsor and its successors, designees and assigns, all right, title and interest in and to such entry and submissions including, without limitation, all intellectual property and other proprietary rights without expectation of compensation or acknowledgement (other than the prizes, if any, that are awarded to a participant as set forth in these Official Rules). Each participant agrees that Sponsor and its successors, designees and assigns shall each have the perpetual, irrevocable, world-wide and fully-transferable right (but not obligation) to use, modify, display, reproduce, make derivative works of, and otherwise exploit participant's entry and submissions (or any part thereof) for promotional purposes in any manner or media whether now or hereafter existing and/or to otherwise use or commercially exploit any entry or submission (or any part thereof) or information or ideas contained within any entry or submission, all without further payment, notice, consideration or consent. Sponsor does not have any obligation to maintain any of the entries or submissions, or any information or ideas contained therein, as confidential or proprietary. Sponsor reserves to right to edit, modify, or abridge any such entry or submissions for any reason prior to use.

e. All Entry Materials (including the Contest Affidavit and Release associated with a Video Entry) must be received by Sponsor during the Entry Period. Failure to submit all required information and submissions in the manner required in these Official Rules may result in disqualification. ENTRY MATERIALS (INCLUDING VIDEO ENTRIES) WILL NOT BE ACKNOWLEDGED OR RETURNED, AND, IN FACT, MAY BE DESTROYED. DO NOT SUBMIT ANY IRREPLACEABLE OR ONE-OF-A-KIND VIDEO. Proof of submission of any Entry Materials will not be deemed to be proof of receipt by Sponsor. All participants and entries are subject to verification by Sponsor. Any submission that does not comply with any aspect of these Official Rules, as determined by Sponsor in its sole discretion, may be rejected by Sponsor and the participant(s) disqualified.

## **5. VOTING; JUDGING; SELECTION; NOTIFICATION.**

a. There will be four (4) selection periods in this Contest. During each selection period, members of the public will have the opportunity to vote for their favorite Video Entry in the applicable pool, and the judging panel will judge the Video Entries in the applicable pool using the Judging Criteria (as defined in Section 5(b) below). During the first selection period, sixteen (16) of the eligible Video Entries with the top overall score will be selected as described below to advance to the second selection period. During the second selection period, four (4) of the remaining Video Entries with the top overall score will be selected as described below to advance to the semi-final selection period. During the semi-final selection period, two (2) of the remaining Video Entries with the top overall score will be selected as described below to advance to the final selection period. In the final selection period, the Video Entry with the top overall score will be selected as the winner of the Contest.

b. Public voting on applicable Video Entries will take place during the applicable selection period described below by accessing the Contest Website and following the voting instructions (which may include registration on the Contest Website). The use of robotic or automatic devices for voting is

prohibited and Sponsor reserves the right, in its discretion, to nullify all such votes and to disqualify from voting the responsible individual. LIMIT: One (1) vote per e-mail address per day; excess votes may be disqualified by Sponsor in its sole discretion. Applicable video Entries in a selection period will also be judged and scored by a judging panel appointed by Sponsor who will judge and score the Video Entries in accordance with the following judging criteria ("Judging Criteria"): Originality and creativity (30%), communication of "Why Hockey Rocks" theme (30%) and overall appeal (40%). The judging panel will be comprised of an individual or individuals who are experienced in hockey, entertainment or public performance. Judges will be individuals selected by Sponsor and may also be employees or agents of Sponsor or Reebok. Public voting for an applicable selection period will determine 25% of a Video Entry's score in that selection period, and Sponsor's judging score will determine 75% of a Video Entry's score in that selection period. In the event of a tie in a selection period, the tied entries in that selection period will be judged against each other by the judging panel using the Judging Criteria until the tie is broken.

c. During the first selection period (beginning at 12:01 p.m. ET on January 1, 2010 and ending at 11:59 p.m. ET on January 10, 2010, all eligible Video Entries submitted in the Contest will be posted on the Contest Website for the public to vote on and for the judging panel to judge. The sixteen (16) Video Entries with the top combined scores will advance to the second selection period. Additionally, the sixteen (16) participant/participant groups that submitted the initial selected Video Entries will qualify for a Selection Prize as described in Section 7(b) below. Notice of advancement will be sent by Sponsor by e-mail to the email address of the participant that submitted the Video Entry.

d. During the second selection period, (beginning at 12:01 p.m. ET on January 11, 2010 and ending at 11:59 p.m. ET on January 17, 2010, advancing Video Entries will be posted on the Contest Website for the public to vote on and for the judging panel to judge. The sixteen (16) Video Entries in the second selection period will be paired in four (4) groups as a quarterfinals and will be seeded in a traditional seeding format based on the combined scores from the first selection period (e.g., 1 seed vs. 16 seed). The Video Entry with the top combined score in each bracket (a total of four (4) Video Entries) will advance to the semi-final selection period. Additionally, the four (4) participant/participant groups that submitted the semi-final Video Entries will qualify for a Semi-Finalist Prize as described in Section 7(c) below. Notice of advancement will be sent by Sponsor by e-mail to the email address of the participant that submitted the Video Entry.

e. During the semi-final selection period (beginning at 12:01 p.m. ET on January 18, 2010 and ending at 11:59 p.m. ET on January 23, 2010, advancing Video Entries will be posted on the Contest Website for the public to vote on and for the judging panel to judge. The four (4) Video Entries in the semi-final selection period will be paired in two (2) groups as a semi-finals and will be seeded in a traditional seeding format based on the combined scores from the second selection period (e.g., 1 seed vs. 4 seed). The Video Entry with the top combined score in each bracket (a total of two (2) Video Entries) will advance to the final selection period. Additionally, the two (2) participant/participant groups that submitted the final Video Entries will qualify for a Finalist Prize as described in Section 7(d) below. Notice of advancement will be sent by Sponsor by e-mail to the email address of the participant that submitted the Video Entry

f. During the final selection period (beginning at 12:01 p.m. ET on January 24, 2010 and ending at 11:59 p.m. ET on January 30, 2010, advancing Video Entries will be posted on the Contest Website for the public to vote on and for the judging panel to judge. The Video Entry with the top combined score will be the winner of the Contest, and the participant/participant group that submitted the winning Video Entry will qualify for the Overall Winner Prize as described in Section 7(e) below. Notice of advancement will be sent by Sponsor by e-mail to the email address of the participant that submitted the Video Entry, and on or about January 31, 2010, the overall winner will be announced on the [www.HockeyWeekendAcross America.com](http://www.HockeyWeekendAcrossAmerica.com) website.

**6. AGREEMENT TO OFFICIAL RULES AND DECISIONS.** By participating in the Contest, each participant (and, if a minor, the minor and the minor's parent or legal guardian) fully and unconditionally agrees to be bound by and accepts these Official Rules and the decisions of Sponsor and the Contest judges (including, without limitation, decisions regarding eligibility of entries, the selection of

participants and winners, and the awarding of the prizes), which are final and binding in all respects. Participants and winners must comply with all terms and conditions of these Official Rules, and participation and winning is contingent upon fulfilling all requirements.

**7. PRIZES.**

a. Subject to these Official Rules, twenty-three (23) prizes will be awarded in this Contest, divided into sixteen (16) Selection Prizes, four (4) Semi-Finalist Prizes, two (2) Finalist Prizes and one (1) Overall Winner Prize. The approximate retail value (“ARV”) of all prizes to be awarded in this Contest is \$9,250.

b. A Selection Prize consists of and is limited to \$300 in Reebok Hockey merchandise. Prize is subject to the additional terms, conditions and restrictions set forth in Section 7(f) below. ARV of a Selection Prize is \$300.

c. A Semi Finalist Prize consists of and is limited to \$500 in Reebok Hockey merchandise. Prize is subject to the additional terms, conditions and restrictions set forth in Section 7(f) below. ARV of a Semi Finalist Prize is \$500.

d. A Finalist Prize consists of and is limited to \$750 in Reebok Hockey merchandise. Prize is subject to the additional terms, conditions and restrictions set forth in Section 7(f) below. ARV of a Finalist Prize is \$750.

e. The Overall Winner Prize consists of and is limited to \$950 in Reebok Hockey merchandise. Prize is subject to the additional terms, conditions and restrictions set forth in Section 7(f) below. ARV of a Finalist Prize is \$950.

f. Reebok Hockey merchandise prizes are credits that may be used by the prize winner to select merchandise from Reebok Hockey’s then current product line (subject to availability) until March 10, 2010. Credits are not redeemable for cash and unused credits will be forfeited without any additional compensation. Reebok will coordinate prize winner merchandise selection and will be responsible for fulfillment of prizes. A prize for a winning Video Entry is limited to the dollar amount stated above regardless of whether the Video Entry depicts a single participant or a group of participants. Where a single prize is to be awarded to a group of participants, the participant that submitted the Video Entry (or such participant’s parent or legal guardian) shall have the right to select the merchandise, and Reebok will deliver the prize to such participant, and neither Sponsor nor Reebok shall have any further obligation with respect to the allocation of such prize among the group members. Prizes must be accepted as awarded, and prizes are awarded “AS IS” with no warranty, representation, or guarantee, express or implied, in fact or in law, made by Sponsor or for which Sponsor shall be liable, including, without limitation, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE. No substitution, assignment or transfer of the prize is permitted, except by Sponsor, who reserves the right to substitute a prize (or component thereof) with another prize (or component thereof) of greater or equal value, including cash, if the prize (or component thereof) is not available for any reason as determined by Sponsor in its sole discretion. Winners are solely and fully responsible for any and all costs, fees, taxes and expenses associated with prize award, receipt and use, including, without limitation, all federal, state and local taxes on the prize. If applicable, a prize winner will be issued an IRS Form 1099 for the ARV of the prizes won in this Contest.

**8. PUBLICITY.** Except where prohibited by law, participation in the Contest constitutes participants’ and winners’ (and if a minor, the minor’s respective parents’ and legal guardians’) consent for Sponsor and its designees use a participant’s or winner’s name, biography, likeness, voice, photographs, opinions, statements, hometown and state for promotional purposes in any manner or media (including, without limitation, on the Internet), worldwide, in perpetuity, and without further notice, payment, consideration or consent.

**9. GENERAL CONDITIONS.** Sponsor reserves the right to require participants (and, as applicable, their parents and legal guardians) to complete, execute and deliver to Sponsor additional documents at any time as required, in the forms provided, and within the timeframe required by Sponsor, or the participant may be disqualified. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Contest if, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if viruses, bugs, unauthorized intervention, fraud, technical difficulties, acts of God or failures or any other factor beyond Sponsor's reasonable control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest. In such event, Sponsor reserves the right in its sole discretion (but does not have any obligation) to award the prize to a winner based on the above judging criteria from among eligible, non-suspect entries received up to the time of the suspected impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision of these Official Rules.

**10. RELEASE.** By participating in the Contest, each participant (and each minor participants' parents and legal guardians on behalf of themselves and on behalf of the minor participant) forever and irrevocably RELEASES, DISCHARGES, INDEMNIFIES AND HOLDS HARMLESS, Sponsor and its parents, subsidiaries, divisions and affiliates; any and all persons and entities responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest or supplying any prize (including, without limitation, Reebok), and the employees, officers, directors, owners, representatives, agents, heirs, successors, assigns and insurers of each of them (collectively, the "Releasees") from and against all losses, claims, damages, liabilities, costs or expenses (collectively, "Losses"), arising in whole or in part, directly or indirectly, from the participant's (and, as applicable, the participant's parent's or legal guardian's) entry and/or participation in the Contest, and/or the participant's (and, as applicable, the participant's parent's or legal guardian's) receipt or use of any prize awarded in the Contest. The foregoing release includes, without limitation, any and all LIABILITY, BODILY INJURY, DEATH, LOSS OR DAMAGE to participant (and, as applicable, participant's parent or legal guardian) or any third party arising in whole or in part, directly or indirectly, from any prize or the use of any prize, the award, acceptance, possession, use or misuse of any prize, and entry and participation in the Contest. Each participant (and each minor participants' parents and legal guardians on behalf of themselves and on behalf of the minor participant) further COVENANTS NOT TO SUE any of the Releasees with respect to any matter addressed by the foregoing release, or encourage or assist any third party in doing so. This is a complete RELEASE and DISCHARGE of all claims and rights of each participant (and, as applicable, each participant's parent or legal guardian) against the Releasees and no action will be taken by or on behalf of a participant (and, as applicable, a participant's parent or legal guardian) with respect to any such claims and rights, it being understood that these Official Rules, including this Section 10, shall be binding upon each participant (and, as applicable, each participant's parent or legal guardian), and his/her successors, assignees, subrogors, insurers, heirs, next of kin, executors, representatives, and legal and personal representatives. If a Video Entry includes action-oriented activities (e.g., playing hockey), such activities involve risk or injury. By participating in the Contest, each participant (and each minor participant's parents and legal guardians) acknowledges and ASSUMES SUCH RISK.

EACH PARTICIPANT (AND EACH MINOR PARTICIPANTS' PARENTS AND LEGAL GUARDIANS ON BEHALF OF THEMSELVES AND ON BEHALF OF THE MINOR PARTICIPANT) UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE UNITED STATES ARE HEREBY EXPRESSLY WAIVED BY HIM/HER. SECTION 1542 READS AS FOLLOWS:

"CERTAIN CLAIMS NOT AFFECTED BY A GENERAL RELEASE. A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST

IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR.”

**11. LIMITATIONS OF LIABILITY.** Sponsor is not responsible for: (a) incorrect or inaccurate transcription of entry or Entry Material information or late, lost, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete, postage-due or misdirected entries or Entry Materials or entries or Entry Materials received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer online systems, computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service; (d) unauthorized intervention in any part of the entry process or the Contest; (e) printing, typographical, electronic or human errors which may occur in the offer or administration of the Contest or the processing of entries; or (f) any injury or damage to persons or property, including but not limited to participant’s computer, which may be caused, directly or indirectly, in whole or in part, from participant’s participation in the Contest, or from viewing, playing, uploading or downloading any material to or from Sponsor’s website(s), regardless of whether the material was prepared by Sponsor or a third party, and regardless of whether the material is connected to Sponsor’s website by a hypertext link.

**12. DISPUTES.** Participant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with the Contest, or the prize awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in a federal or state court located in the City and County of Denver, Colorado; participant submits to sole and exclusive personal jurisdiction to said courts in the State of Colorado for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering the Contest but in no event attorneys’ fees; and (c) under no circumstances will participant be permitted to obtain awards for and participant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant or Sponsor in connection with the Contest shall be governed by, and construed in accordance with, the laws of the State of Colorado, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Colorado, United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Colorado.

**13. DATA COLLECTION.** Reebok collects personal information from entrants when they enter the Contest. The information collected is subject to Reebok’s Privacy Policy and terms of use located at <http://www.reebokhockey.com/corporate/privacy-policy/> and <http://www.reebokhockey.com/corporate/legal/>.

**14. OFFICIAL RULES.** These Official Rules are available at the Contest Website at [www.HockeyWeekendAcrossAmerica.com](http://www.HockeyWeekendAcrossAmerica.com) or by sending a self-addressed postage-stamped envelope to “USA Hockey/Hockey Rules Contest – Rules Request,” c/o USA Hockey, Inc., 1775 Bob Johnson Drive, Colorado Springs, CO 80906. Residents of Vermont need not affix return postage.

**15. WINNERS’ LIST.** You can obtain the name, city and state of the prize winners by sending a self-addressed, stamped envelope to “USA Hockey/Hockey Rules Contest – Winner’s List Request,” c/o USA Hockey, Inc., 1775 Bob Johnson Drive, Colorado Springs, CO 80906. Requests must be received by March 1, 2010.