

SHAW SATELLITE G.P.

Win a Trip to the 2010 NHL Winter Classic™ CONTEST OFFICIAL RULES AND REGULATIONS July 31, 2009 - October 31, 2009

TO ENTER the Trip to the 2010 NHL Winter Classic™ contest (the "Contest") simply subscribe to Centre Ice™ by October 31, 2009. Contest begins July 31, 2009 at 12:00 a.m. and closes on Saturday, October 31, 2009 at 11:59:59 p.m. Eastern Time ("ET") (the "Contest Period"). There is one (1) grand prize (the "Prize") to be won from among all the eligible entries (subscriptions) received during the Contest Period. Void where prohibited.

This contest is being sponsored solely by Shaw Satellite G.P. (hereinafter referred to as "Shaw Direct"). For clarity, the National Hockey League (the "NHL") is not a sponsor of this Contest and is only responsible for providing a portion of the Prize being awarded in this Contest. As used in these rules, the terms NHL and National Hockey League shall include NHL Enterprises, L.P., the National Hockey League's Member Clubs, NHL Enterprises Canada, L.P., NHL Enterprises B.V., and NHL Interactive CyberEnterprises, LLC (such NHL entities, collectively, the "NHL Entities"), and their respective licensors, officers, directors, governors, partners, partnerships, principals, employees, volunteers, representatives, agents, affiliates, related entities, successors and assigns.

To enter and to be eligible to win, entrant must be a legal resident of Canada and be over the age of majority in the province or territory in which he/she resides. Employees and their parents, siblings and children, and persons domiciled with an employee of Shaw Direct, the NHL Entities and their respective agents, parents, affiliated or related companies, subsidiaries, divisions, prize sponsors, or promotional and advertising agencies and administrators, are ineligible to enter. A winner of a Shaw Direct contest within the three (3) months preceding July 1, 2009 (including persons designated by such winners to take ownership of prizes) and persons domiciled with a winner are not eligible to enter.

NO PURCHASE NECESSARY – If you wish to enter this Contest without signing up for Centre Ice™, you may send us by mail a request to enter the Contest together with your name, complete address and telephone number, with sufficient postage, to:

Shaw Satellite G.P.
Suite 400, 630 Third Avenue S.W.
Calgary, Alberta T2P 4L4

All mail entries must be received by Shaw Direct by October 31, 2009 at 11:59 p.m. MST. Registered mail is deemed to have been received on the day it is stamped by the Post Office. Entries that are incomplete will be disqualified. All entries shall become the property of Shaw Satellite G.P. Shaw Satellite G.P. will not be responsible for entries that are lost, misdirected or delayed. Entries received by fax, telephone, courier or

personal delivery will **not** be accepted by Shaw Satellite G.P. Maximum one entry per household.

PRIZE

1. There is one (1) Prize consisting of the following:
 - a) a round trip economy air fare for two (2) from a major Canadian airport closest to the Prize winner's place of residence in Canada (hereinafter referred to as the "Departure Point") to Boston, Massachusetts, USA;
 - b) two (2) nights accommodation (based on one (1) room, double occupancy) as chosen by Shaw Direct; and
 - c) two (2) tickets to the 2010 NHL Winter Classic game on January 1, 2010.
2. Prize winner and his/her travelling companion are solely responsible for all costs not expressly described herein including, without limitation, ground transportation, meals, beverages, room service, gratuities, merchandise, telephone calls, insurance together with any required travel documentation, taxes, and all personal expenses of any kind or nature, together with any applicable overnight layover costs. Departure dates and hotel accommodation are subject to availability and change without notice or compensation. Prize winner and his/her traveling companion are also solely responsible for all costs incurred to and from the Departure Point as the Prize originates and terminates there. It is the sole responsibility of the Prize winner and his/her traveling companion to obtain all necessary travel documentation. Prize winner and his/her traveling companion must be able to travel at the times and dates as determined by Shaw Direct in its sole discretion otherwise the Prize will be forfeited. It is recommended that Prize winner and his/her traveling companion obtain sufficient personal insurance prior to departure. Travel Departure must take place on Thursday, December 31, 2009. Approximate retail value of the Prize is Five Thousand Dollars (\$5,000.00) Cdn. based on Vancouver departure.
3. Prize must be accepted as awarded. The Prize may not be sold, transferred and is not convertible to cash. Shaw Direct reserves the right to substitute the Prize in whole or in part in the event that all or any component of the Prize is unavailable. Prize winner is solely responsible for all costs not expressly described herein. No change in travel arrangements can be made by the winner once the booking has been confirmed. The Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program.
4. On or after Sunday, November 1, 2009 at approximately 9:00 a.m. MT, a random draw for the Prize will take place at Shaw Satellite G.P, Calgary, Alberta from among all eligible entries (subscriptions) received during the Contest Period. The first entry drawn will be eligible to win the Grand Prize. The odds of winning a Prize will depend upon the total number of eligible entries (subscriptions) received during the Contest Period. Star Shaw Satellite G.P., acting reasonably, will attempt to contact potential winner by telephone within two (2) business days after the draw. In the event the potential winner cannot be contacted within two

- (2) business days after the draw, he or she will be disqualified and an alternate potential winner will be drawn. Proof of identification must be provided upon request. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by Shaw Satellite G.P. Before being awarded a Prize, potential winner and potential winner's traveling companion, or if under the age of majority, his or her parent or legal guardian, will be required to sign and return within the time stipulated by Shaw Direct, a full release and indemnity form stating that he/she has read and understood these official rules and regulations ("Rules"), grants all consents required, authorizes Shaw Direct to broadcast, publish and disseminate his/her name, city of residence, photograph, likeness, sobriquet and voice, in connection with any promotion or publicity, and/or for general news, entertainment and information purposes at no additional compensation to the potential winner and/or traveling companion, beyond the awarding of or participation in the Prize, to the extent permitted by law, accepts the Prize as offered and releases Shaw Direct and the NHL from any and all liability of any kind arising out of the Contest including the potential winner's and potential winner's traveling companion's, as applicable, participation in this Contest and receipt and use of the Prize. In the event that the potential winner and/or traveling companion do not comply with all the provisions as contemplated in these Rules, Shaw Direct shall have the right to disqualify potential winner and/or traveling companion, and draw an alternate potential winner and/or traveling companion and Shaw Direct and the NHL shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner and/or traveling companion, if applicable, shall be applied, with the necessary amendments, until a qualified winner and/or traveling companion have been duly selected.
5. By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules and to release Shaw Direct, the NHL, and their respective directors, employees, officers, and agents, including without limitation, their respective advertising and promotion agencies, from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of Prize or participation in any Prize-related activities. All decisions of Shaw Direct with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.
 6. All entries become property of Shaw Direct who assumes no responsibility for garbled, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. No correspondence will be entered into except with entrants requesting Rules by mail or requesting names of prize winner (for which a self-addressed, postage paid envelope must be included). Neither Shaw Direct nor the NHL assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials-data that have been tampered with or altered are void. If for any reason, in the opinion of Shaw Direct, in its sole discretion, the Contest is

not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, Shaw Direct reserves the right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received eligible entries. Shaw Direct reserves the right to modify the Rules without materially affecting the terms and conditions hereof. Shaw Direct reserves the right in its sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest web site or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made Shaw Direct reserves the right to seek remedies and damages to the fullest extent of the law. Shaw Direct and the NHL shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in the Contest or from downloading any material from the Contest web site, where applicable.

7. The Contest is subject to all applicable federal, provincial and municipal laws and regulations. Personal information collected from entrants will be used by Shaw Direct for the purpose of administering this Contest and, if consent is given at the time of entry, to provide the entrants with marketing information relating to new and existing products and upcoming promotions of Shaw Satellite G.P. and/or the NHL Entities by mail or e-mail. Entrants are able to opt in online with respect to receiving such marketing information from Shaw Direct and/or the NHL Entities. Except as otherwise provided herein, Shaw Satellite G.P. will not sell, share or otherwise disclose personal information of entrants with third parties, other than to third parties engaged by them to fulfill the above purposes or as permitted or required by law. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in Shaw Satellite G.P. Privacy policy at www.shawdirect.com. Any inquiry concerning the personal information held by Shaw Direct should be addressed to Shaw Direct at Suite 400, 630 Third Avenue S.W., Calgary, Alberta T2P 4L4. By subscribing to Centre Ice TM, the subscriber is deemed to accept all the terms related to a Centre Ice TM subscription including as it relates to the use of their personal information; for further information related to the use of a subscriber's personal information when subscribing to Centre Ice TM please visit the "privacy policy" page at www.nhl.com.
8. In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.
9. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings,

illustrations, slogans and representations are owned by Shaw Direct and/or its affiliates or the NHL, as the case may be. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.