2026 HOCKEY CONSUMER SURVEY SWEEPSTAKES
OFFICIAL RULES

DRAW Date: December 7th, 2026

Void outside the 50 United States, District of Columbia and where prohibited or outside of Canada. Do not proceed to enter if you are not at least 18 years of age and a legal resident of, and located within one of the 50 United States or the District of Columbia or Canada at the time of entry. By participating, you agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final in all matters relating to this sweepstakes.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. PARTICIPATION IS REQUIRED TO BE ENTERED INTO THE 'SWEEPSTAKES'. ONE ENTRY ONLY PER HOUSEHOLD.

SWEEPSTAKES PERIOD: The Hockey Consumer Sweepstakes ("Sweepstakes") begins at 12:00 a.m. Eastern Time ("E.T.") on Friday, November 20th, 2026 and ends at 11:59 p.m. on Monday, November 30th, 2026 ("Sweepstakes Period").

SPONSOR: BrandSpark International, 503-1 St. Clair Ave. West, Toronto, ON M4V 1K6

ELIGIBILITY: Legal residents of the 50 United States and the District of Columbia and Canada, 18 years of age or older are eligible to enter, except employees of Sponsor and any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion of the Sweepstakes and/or their respective parents, agents, affiliates, subsidiaries and their immediate family members (regardless of where they reside) or household members, whether or not related. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year.

ENTRY: By participating in this Sweepstakes, you acknowledge and agree that the "Sponsor" [BrandSpark International] may collect the personal information submitted by you, and use the information pursuant to its privacy policy available online at www.brandspark.com.

WINNER SELECTION: On or about December 7th, 2026, "Sponsor" [BrandSpark International] will conduct a random drawing from among all eligible entries received and combined to select one (1) potential grand prize winners. Odds of winning a prize depend on the number of eligible entries received throughout the Sweepstakes Period. Limit one (1) prize per person and per email address and per household.

WINNER NOTIFICATION: Potential winners will be notified via email, and may be required to complete and return an Affidavit of Eligibility, IRS W9 form, and Release of Liability/Publicity within ten (10) days of date of notification or an alternate winner may be selected in a random drawing from among all remaining eligible entries. If such documents are not returned within the specified time period, prize or prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner or a potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner may be selected.

PRIZES (1): 1 custom set of goalie pads, glove and blocker from a well-known hockey apparel brand. Prizes may not be substituted, assigned, transferred or changed, except at

Sponsor's sole discretion. Sponsor reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. Released Parties disclaims all and any liability for the actual provision, quality or nature of any prize accepted by the winners. Prizes are awarded "as-is" with no warranty or guarantee, either express or implied by Sponsor. The awarding of any prize is contingent upon full compliance with these Official Rules. All prize details are at Sponsors sole discretion.

PRIVACY: When you enter the Sweepstakes, "Sponsor" [BrandSpark International] will collect personally identifying information about you, including your name and email address. Your information will not be sold or rented to third parties. Entrants must fully complete and submit all non-optional data requested on the entry form to be eligible. Incomplete entries are void. Entrants may be given the option to receive commercial e-mails from Sponsor if entering online; however, such emails are optional. Eligibility to participate in the Sweepstakes is not dependent upon entrant's consent to receive e-mails and such consent will not affect entrant's chances of winning.

For more information about how "Sponsor" [BrandSpark International] uses the information you provide, see Sponsor's privacy policy at https://brandspark.com/privacy.

IF YOU DO NOT WISH TO SHARE YOUR INFORMATION, PLEASE DO NOT ENTER THIS SWEEPSTAKES.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Sweepstakes, entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or the prizes awarded, shall be resolved individually, without resort to any form of class action; and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at a AAA regional office in New York, NY; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages including attorney's fees or any other damages, other than for entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

OTHER: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, undelivered, garbled, postage-due or misdirected entries, surveys or registrations; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes, or in any Sweepstakes-related materials. Released Parties are also not responsible for

any incorrect or inaccurate information, whether caused by site users, tampering, hacking or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Sponsor reserves the right, in its sole discretion to disqualify any person tampering with the entry process, the operation of the web site or otherwise in violation of these Official Rules. Sponsor further reserves the right, in its sole discretion, to cancel, terminate or modify this Sweepstakes if the Sweepstakes is compromised by virus, technical corruption, non-authorized human intervention, or any other causes which, in the sole discretion of the Sponsor, corrupt or affect the administration, security, fairness, proper play or integrity of the Sweepstakes. In the event of cancellation or termination, Sponsor reserves the right to select the potential winners in a random drawing from among all eligible, non-suspect entries received prior to date of cancellation or termination. In the event of a dispute regarding online entry, entry will be deemed made by the authorized account holder of the e-mail account associated with the entry and he/she must comply with these Official Rules. The authorized account holder is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning email addresses. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Except where prohibited by law, entry constitutes permission to use each entrant's name, hometown (city and state), voice, biographical information, likeness, photograph and any statements regarding this Sweepstakes in all media now known or hereafter discovered, for any purpose, including without limitation, in connection with, and to promote, market or advertise, the Sweepstakes, in whole or in part, without review, approval, credit or attribution, notification or payment from or to entrant or any person or entity, worldwide, in perpetuity, or on a winner's list, if applicable. Sweepstakes is subject to all applicable U. S. federal, state and local laws and regulations. Grand prize winner will be issued an IRS 1099-MISC tax form in the amount of the prize retail value as stated herein.