

UTAH HOCKEY CLUB ULTIMATE FAN CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO WIN. PURCHASE WILL NOT INCREASE THE ODDS OF WINNING.

Odds of winning will depend on the total number of entries received.

ELIGIBILITY: The Utah Hockey Club Ultimate Fan Contest (“Contest”) is open to residents of the State of Utah who are 18 years of age or older at the time of entry. Employees of Sponsor, SEG Hockey, LLC (“Administrator”) and NHL entities, and each of their respective parents, affiliates, subsidiaries, franchisees, retailers and advertising and sweepstakes agencies, as well as the immediate family (spouse, parents, siblings, children and each of their respective spouses, regardless of where they reside) and household members of each such employee, whether related or not, are not eligible to enter or win. Entrants are subject to all applicable federal, state and local laws and regulations. Void outside of Utah and where prohibited by law.

SPONSOR: The contest is sponsored by the Utah Hockey Club (“Sponsor”) and is governed by Utah law and is subject to all applicable federal, state, and local laws and regulations.

AGREEMENT TO OFFICIAL RULES: By participating in this contest (the “Contest”), entrants agree to abide by the terms and conditions thereof as established by Sponsor and Administrator, on Sponsor’s behalf. Sponsor and Administrator, on Sponsor’s behalf, reserve the right to qualify all submissions and to reject any submissions that do not meet the requirements for participation as established by Sponsor and Administrator on Sponsor’s behalf. Administrator 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 and void all associated entries.

CONTEST PERIOD: The Contest begins at 12:00 a.m. Mountain Time (“MT”) on March 1, 2025, and ends at 11:59 p.m. MT on March 31, 2025 (the “Sweepstakes Period”). Administrator’s computer system clock will be understood as the official timekeeper of the Sweepstakes.

HOW TO ENTER: **Complete the Contest Questionnaire, which includes the option of submitting a video of no more than thirty (30) seconds telling us about your love for UHC. All submissions must be truthful, honest and follow the Entry Guidelines below.** Then, during the Contest Period, visit <https://go.utahhc.com/Youth-Hockey-Ultimate-Fan-Experience.html> and follow the instructions to submit your questionnaire, including the optional video, and complete the entry form for the Contest (each, an “Entry”). Entries must be received by 11:59 p.m. MT on March 31, 2025, to be eligible. Limit of one Entry per person using only one valid email address throughout the Sweepstakes Period. Entries received in excess of the above stated limitation from any person or email address will be void. All Entries become the property of Sponsor and will not be acknowledged or returned. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process will be void. In the event of a dispute as to who submitted an Entry, the authorized account holder of the email address used to participate will be deemed to be the entrant and he/she must comply with these Official Rules. The “authorized account holder” is the natural person assigned an email

address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Multiple entrants are not permitted to share the same email address. Potential winners may be required to show proof of being the authorized account holder. If a dispute over the identity of an entrant cannot be resolved to Administrator's satisfaction, the affected entry(ies) will be disqualified.

ENTRY GUIDELINES: Entries must meet the following "Entry Guidelines": be the original work of the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity.

Entries may not contain, as determined by the Sponsor or Administrator, in their sole discretion, any content that:

- is sexually explicit or suggestive, is unnecessarily violent, is derogatory, or is profane or pornographic;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), promotes any activities that may appear unsafe or dangerous, or promotes any particular political agenda or message;
- is obscene or offensive or endorses any form of hate or hate group;
- appears to duplicate any other submitted Entries;
- defames, misrepresents or contains disparaging remarks about Sponsor, Administrator, their respective products or services, or other people or companies;
- contains trademarks or logos owned by others, without permission, to the extent permission is necessary;
- contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- contains copyrighted materials owned by others, without permission, to the extent the permission is necessary;
- contains materials embodying the names or other indicia identifying any person, living or dead, without permission;
- communicates messages or images inconsistent with the positive images and/or good will to which the NHL Entities wish to associate; or
- violates applicable law.

The above prohibitions are also part of the Entry Guidelines. Sponsor or Administrator, in their sole discretion, may disqualify your Entry for any reason, including if it determines that your Entry fails to conform to these Entry Guidelines or the Official Rules in any way or otherwise contains unacceptable content.

SCORING OF ENTRIES: Eligible Entries will be judged by a panel of judges appointed by Sponsor or Administrator. The decisions of the panel are final and binding. Entry scores will be calculated as follows:

60% - Commitment of fandom to the sport of hockey and the Utah Hockey Club

25% - Explanation as to why the prize will enhance their commitment of fandom to the sport of hockey and the Utah Hockey Club

15% - The level of impact that the prize will have on the entrant and their guests if chosen as the winner

In the first instance, ties will be broken based on the score for the first criteria. In the event of a further tie, the score for the second criteria will dictate. Finally, in the event of a further tie, the panel of judges will break the tie.

The entrant who submits the Entry that receives the highest score will be deemed the potential winner. Sponsor reserves the right to not award the prize if, in its sole discretion, it does not receive at least twenty-five (25) eligible and qualified entries.

USE OF ENTRIES: All Entries shall remain the property of the entrants, although entrants agree that by entering this Contest, they to grant to Sponsor a non-exclusive, worldwide, perpetual right (sublicensable through multiple tiers) to edit, modify, cut, rearrange, add to, delete from, publish, copy, exhibit, transmit, perform, broadcast or otherwise use the Entry by any means and in any media, whether now known or hereafter developed, for any and all purposes, without further review, notice, approval, consideration, or compensation. However, Sponsor has no obligation to use any Entries, whether from Winners or non-winning entrants. Entrants further agree that Sponsor may use their name, likeness, image, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

WINNER NOTIFICATION: The potential winner will be notified via email and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within five days of date of issuance. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, Administrator is unable to contact a potential winner or a potential winner is not in compliance with these Official Rules, the Prize will be forfeited and, at Administrator's discretion, an alternate winner may be selected.

WINNER AVAILABILITY: You must be available to travel to Nashville for the April 14, 2025 Utah Hockey Club game in order to be deemed the Winner. Any Potential Winner not available to claim the Prize on stated dates and location will be disqualified. You bear all risks of inclement weather and travel eligibility restrictions and requirements. Game date and time are subject to change.

PRIZE: The Winner will receive the following "Prize",

- A trip for four (4) individuals (the winner and three (3) guests) to attend the Utah Hockey Club game against the Nashville Predators on April 14, 2025, at Bridgestone Arena in Nashville, TN, including:
 - round trip coach class airfare from Salt Lake City, UT to Nashville, TN;
 - two (2) hotel rooms for two (2) nights;
 - \$200 per diem (for two (2) days) for each individual for meals and incidental expenses;
 - four (4) tickets to the Utah Hockey Club v. Nashville Predators game, and;
 - Utah Hockey Club jerseys and related swag.

All travel arrangements will be made by Sponsor's designee, whose decisions regarding the itinerary are final. Selection of hotel and airline shall be at the discretion of Sponsor or its designee. The Prize is non-refundable, non-transferrable and is valid only for Winner and his or her guests. All expenses that

are not specifically provided for herein including, but not limited to, all meals, beverages, gratuities, incidentals, taxes and other transportation are the Winner's sole responsibility. Winner is not entitled to exchange or transfer prize or to obtain cash or other substitutes, but Sponsor in its sole discretion may substitute prize of equal or greater value (Approximate retail value \$11,000). Winner and his or her travel companions must have valid travel documents (e.g., government issued identification) prior to departure, and failure to do so may result in forfeiture of all or some aspects of the Prize. Winner and his or her travel companions are solely responsible for satisfying all legally required conditions of travel. Sponsor and Administrator are not liable for any expenses incurred as a consequence of flight cancellation or delay or any weather or airline issues that prevent the Winner from traveling, in which event any missed portion of the Prize may be forfeited in its entirety.

The Winner is solely responsible for any and all federal, state, and local income taxes associated with the Prize. The Winner will be provided with a IRS Form 1099 for the retail value of the Prize. The Winner should consult his or her tax advisor about the tax implications of accepting a prize package. Any difference between the stated estimated retail value and the actual value will not be awarded.

GENERAL CONDITIONS: By participating, entrants consent to the use of their names, cities and states of residence, voices, and/or photographs and/or similar related information for promotional, advertising and other purposes in any and all media now or hereafter known throughout the world in perpetuity by Sponsor, Administrator and their designees, without any compensation, notification or permission, except where prohibited by law. Entrants agree to release and hold harmless Sponsor, Administrator, NHL entities, and their respective parent companies, affiliates, subsidiaries, franchisees, divisions, suppliers, distributors, retailers, and advertising and promotion agencies, and all of their respective officers, directors, partners, equity holders, employees, and agents (collectively, "Releasees") from any claims, actions, injury, liability, loss or damage of any kind resulting from participating in this Contest or from the acceptance or use of the Prize (including any travel/activity related thereto).

LIMITATIONS OF LIABILITY: Releasees are not responsible for: (1) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (2) the unavailability or inaccessibility of any transmissions or cable, satellite, telephone or Internet service; (3) unauthorized human intervention in any part of the entry process of the Contest; (4) late, lost, undelivered, misdirected, delayed, damaged, inaccurate, garbled or incomplete entries, email addresses, or for any electronic, computer, printing, typographical, human or other error relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prize, or in any Contest-related materials (including these Official Rules); or (5) any injury or damage to persons or property, including but not limited to entrant's computer, hardware, or software, which injury or damage may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest. Administrator reserves the right to cancel or modify the Contest for any reason, including if bugs, virus, fraud, technical failures or any other factor impairs the integrity, administration or proper play of the Contest, as determined by Administrator in its sole discretion. In such event, Administrator reserves the right to award the prize in a random drawing from among all eligible, non-suspect entries received up to the time of such impairment. Any attempt to deliberately damage or undermine the legitimate operation of the Contest may be in violation of criminal and civil laws and will

result in disqualification from participation in the Contest. Should such an attempt be made, Administrator reserves the right to seek remedies and damages (including attorney fees) to the fullest extent of the law, including criminal prosecution.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Contest, entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Contest, or any prize 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 the AAA regional office nearest the entrant; (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, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Contest), and entrant further waives all rights to have damages multiplied or increased.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of Utah, USA.

PRIVACY: By submitting an Entry, participants acknowledge and agree that any personal information that they provided may be maintained, used and disclosed in accordance with Sponsor's privacy policy, which can be found at https://media.d3.nhle.com/image/private/t_document/prd/mx7lybehsvruvspxr6e.pdf.

SEVERABILITY: If any provision of these Official Rules is held to be invalid or unenforceable under applicable law, including, but not limited to, the arbitration agreement contained herein, then such provision shall be construed, limited, modified or, if necessary, severed to the extent necessary to eliminate its invalidity or unenforceability, without in any way affecting the remaining parts of these Official Rules.

CONTEST RESULTS AND RULES: To obtain the identity of the Winner and/or a copy of these Official Rules, send an email to youth@utahhc.com -or- send a self-addressed stamped envelope to Utah Hockey Club, Attention Ultimate Fan Contest Rules Request or Winner Request, 1420 South 500 West, Salt Lake City, Utah 84115