

BMW SHOOT TO DRIVE CONTEST
(The "Contest")

OFFICIAL RULES

VOID WHERE PROHIBITED OR RESTRICTED BY LAW. PARTICIPATION IN THE CONTEST CONSTITUTES YOUR AGREEMENT TO BE BOUND BY THESE OFFICIAL RULES. Individuals who participate in the Contest or submit an entry are sometimes referred to herein as an "Entrant."

1. SPONSOR: Chapman I-10, LLC (d/b/a Chapman BMW I-10), Chapman BMW, LLC (d/b/a Chapman BMW on Camelback), and Sun Motors, LLC (d/b/a BMW North Scottsdale) (collectively, the "Sponsor").'

2. CONTEST PERIOD: Contest begins at 7:00 A.M. Mountain Standard Time (MST) on October 3, 2018 and ends at 11:59 P.M. MST on the date of the last Arizona Coyotes 2018-19 regular season home game, which at this time is expected to occur on or around April 6, 2019 (the "Contest Period").

3. ELIGIBILITY: The Contest is open only to individuals who are at least eighteen (18) years of age on the entry date, who are legal residents of the United States, and whose residence for at least two (2) months of the year is in the State of Arizona (each such person, an "Entrant"). Employees, agents, officers, directors, members, managers, and owners of Sponsor, BMW of North America LLC, the Western Region Retail Marketing Group Inc. ("WRRMG"), BMW dealers located within the geographic region of WRRMG, IceArizona Hockey Co LLC d/b/a the Arizona Coyotes Hockey Club (the "Team"), IceArizona Holdings LLC, IceArizona AHL Co LLC, the Arizona Coyotes Foundation, the National Hockey League and its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., the NHLPA, the American Hockey League and its member clubs, AEG, Levy Premium Foodservice Limited Partnership, the City of Glendale, and each of their respective parents, subsidiaries, affiliates, owners, members, directors, managers, officers, employees and their advertising agencies, promotional partners and prize providers associated with this Contest (collectively, the "Contest Entities" and each a "Contest Entity"), and their immediate families (spouse, domestic partner, parents, legal guardians, grandparents, grandchildren, siblings, children and "step" of each) and those individuals living in their same household are not eligible to enter or win.

4. HOW TO ENTER: Entrants must complete and submit an entry form online on the Contest registration page (an "Entry") found at ArizonaCoyotes.com. Entry shall be available online for the following games (each, a "Registration Game"):

- o October 6, 2018
- o October 13, 2018
- o October 27, 2018
- o November 17, 2018
- o November 23, 2018

- o December 1, 2018
- o December 8, 2018
- o December 22, 2018
- o February 9, 2019
- o February 16, 2019
- o March 2, 2019
- o March 9, 2019
- o March 16, 2019

Limit one (1) entry per person per Registration Game. Sponsor and Team reserve the right to verify eligibility of all Entrants.

5. POTENTIAL WINNER SELECTION, NOTIFICATION & HOW TO PLAY: Two (2) Entrants who properly complete the Entry will be randomly chosen by the Team or its designee as a potential Prize winner ("Potential Winner") for each Registration Game. The Team's decision shall be made in its sole and final discretion. The odds of being selected as a Potential Winner will vary depending on the total number of Entrants. Potential Winners will be notified approximately one (1) week prior to the Registration Game for which they entered. The Potential Winner will be contacted either (i) by phone at the phone number given in the Entrant's Entry, or (ii) by email at the email address given in the Entrant's Entry (the "Potential Winner Notification"). The Potential Winner must confirm the Potential Winner Notification within forty-eight (48) hours of receiving notice. The Potential Winner must be available to participate for the on-ice portion of the contest during the intermission prior to the third period of play for that particular Registration Game. If the Potential Winner is available to participate, that person will be invited to go onto the ice at the Arena to participate in the Shuffle Puck portion of the contest (each, a "Shuffle Puck Contestant"). If the Potential Winner is unavailable and/or fails to confirm the Potential Winner Notification within forty-eight (48) hours, the Team will randomly choose another Entrant as a Potential Winner. **Each Shuffle Puck Contestant is solely responsible for any and all travel expenses necessary to attend the Shuffle Puck Contest for which they have been selected.** Individuals may only be selected as a Shuffle Puck Contestant one (1) time during the Contest Period. If a Potential Winner is randomly chosen and has already participated as a Shuffle Puck Contestant, such Entrant's Entry shall be null and void, and the Team will randomly choose another Entrant as a Potential Winner. Prior to entering the ice, each Shuffle Puck Contestant shall (i) provide photo ID, (ii) sign a Waiver of Claims, Release and Assumption of Risk, and (iii) sign a Contestant's Affidavit to Participate, whereby the Shuffle Puck Contestant shall warrant that he/she has read and fully understands the Official Rules and is eligible to participate (collectively, the "Documentation"). The refusal of a Shuffle Puck Contestant to sign any of the Documentation will preclude further participation in the Contest.

Before entering the ice, the order in which the Shuffle Puck Contestants will participate in the Shuffle Puck contest (the "Shuffle Puck Contest") will be randomly selected by the Team or its designee. The Shuffle Puck Contest will take place during the intermission prior to the third period of play. Each Shuffle Puck Contest consists of the following:

Each Shuffle Puck Contestant will have three (3) opportunities to shoot a puck measuring approximately eleven (11) inches in diameter and four (4) inches high from the center ice faceoff dot towards the game surface using an NHL regulation hockey stick. The Shot Contestants will alternate shooting turns.

The game surface will be divided into designated zones, each assigned a different amount of points based on the distance from the shooting point with the zone furthest from the shooting point being valued the highest. To be awarded the points from a higher-valued zone, the majority of the puck must enter that zone. Points awarded are subject to the sole and final discretion of Team representatives.

The Shuffle Puck Contestant with the most total points after shooting three (3) shots will be deemed the winner of the Shuffle Puck Contest and will be eligible to return on April 6, 2019 to compete for the Grand Prize (as defined below) ("Semifinalist"). Total points will be based on a cumulative score based on the point value of the zones each of the three (3) pucks is in at the end of the Shuffle Puck Contest. If the Shuffle Puck Contestants are tied in points after three (3) shots each, the Shuffle Puck Contestant who shot first will receive one (1) additional shot to break the tie. The winner will be determined by the point total for each Contestant on the board after the additional shot. If the score is still tied after the additional shot, the second shooter will be deemed the winner. Each Shuffle Puck Contestant will receive a prize courtesy of BMW (as defined below) for competing in the Shuffle Puck Contest ("Participant Prize").

Each Semifinalist will be invited to participate in an Elimination Contest (as defined below) during the first intermission of the Team's April 6, 2019 home game for a chance to participate in the Grand Prize Contest (as defined below) during the second intermission of the Team's April 6, 2019 home game. Each Semifinalist will receive two (2) tickets to the Team's April 6, 2019 game, **however, each Semifinalist is solely responsible for any and all travel expenses necessary to attend the April 6, 2019 game.** In the event that a Semifinalist is unable to attend the April 6, 2019 game, there shall be no substitutes chosen to take the Semifinalist's place, and the total number of participating Semifinalists will be reduced. In the event there are no Semifinalists and/or no Semifinalist are able to attend the April 6, 2019 game, the Team and Sponsor shall have discretion to determine any other qualifications for someone to win the Grand Prize.

The Elimination Contest consists of the following:

During the first intermission of the April 6, 2019 game, each of the participating Semifinalist will be brought to the home bench. Each Semifinalist will receive one (1) puck measuring approximately 12 inches in diameter and 4 inches in height, wrapped in opaque wrapping (each, "Elimination Pucks") The Elimination Pucks will be assigned at random. Eight (8) of the thirteen (13) Elimination Pucks will be branded with a BMW

logo (each, "BMW Pucks"). The eight (8) Semifinalists that reveal a BMW Puck upon unwrapping the Elimination Pucks will qualify for the Grand Prize Contest (each a "Final Contestants"). The eight (8) Semifinalists that reveal Elimination Pucks with no BMW logo will be eliminated from Contest at that time.

The Grand Prize Contest consists of the following:

Each of the eight (8) Final Contestants will be assigned a number from one (1) to eight (8). The numbers will be assigned based on a drawing and will be used to determine the order in which the Grand Prize Contest will proceed. The Final Contestant who is assigned the number one (1) will go first and the other Final Contestants will proceed in ascending order of assignment, thus, the Final Contestant who is assigned the number eight (8) will go last. In the order of assigned position, each Final Contestant will select a BMW car key from a group of eight (8) BMW car keys. Only one (1) of the eight (8) BMW car keys in the group of BMW car keys is the functional key for the Grand Prize. Upon selecting a BMW car key, each Final Contestant will be prompted to press the automatic unlock button on the BMW car key fob. The Final Contestant who selected the functional BMW car key that unlocks the Grand Prize will win the Grand Prize ("Grand Prize Winner"). The remaining seven (7) Final Contestants will be eliminated from the Contest at that time.

6. PRIZES: Each Shuffle Puck Contestant shall receive two (2) tickets to the Team's home game for which they were selected to participate in the Shuffle Puck Contest, and one (1) co-branded Arizona Coyotes/BMW replica practice jersey ("Participant Prize"). The approximate retail value ("ARV") of the Participant Prize is \$300.

Each Semifinalist shall receive two (2) tickets to the Team's home game for April 6, 2019. The ARV of the two (2) tickets is \$150.

The Grand Prize Winner shall one (1) new 2018 BMW X2 automobile with custom Arizona Coyotes branding ("Grand Prize"). The ARV of the Grand Prize is has an approximate manufacturer's retail suggested price of \$40,060 excluding tax, title, destination, registration, and licensing fees.

7. PRIZE RESTRICTIONS: No portion of either the Participant Prize or the Grand Prize (collectively, the "Prize") may be transferred, redeemed for cash or substituted, except by Sponsor (in its sole discretion), which reserves the right to substitute any portion of the Prize with a prize of equal or greater value for any reason, including, without limitation, Prize unavailability. All expenses not specifically identified as included in the Prize are the sole responsibility of each Prize winner. The Prize, and all elements thereof, are subject to availability. The Prize is awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation any implied warranty of merchantability or fitness for a particular purpose), and without any specific or specified options or accessories. Acceptance, participation in and/or use of the Prize is at Prize winner's sole risk and Sponsor nor Team is not responsible for any damages whatsoever including special, indirect, or consequential damages, arising out of or in connection with the use and/or misuse of the Prize.

Each Prize winner will be solely responsible for all federal, state and local taxes and fees and other expenses associated with his/her Prize receipt and/or use that are not expressly included in the Prize description. The Grand Prize winner will be issued a 1099 tax form for the ARV of the Grand Prize. Failure to take or complete any portion of the Prize does not relieve the Grand Prize Winner of his/her tax obligations associated with winning the Grand Prize. The Grand Prize Winner must agree to all standard terms and conditions set forth by Sponsor in connection with the transfer of the car and shall be responsible for all related tax, title, destination, licensing and registration costs.

8. PUBLICITY/PRIVACY POLICY: Except where prohibited by law, each Prize winner's entry and acceptance of a Prize constitutes the Prize winner's irrevocable, sub-licensable, absolute right and permission for the Contest Entities to use, publish, post or display said Prize winner's name, photograph, likeness, statements, biographical information, voice, city and state address, Prize information, any quotes attributable to him or her and any other indicia of persona (regardless of whether altered, changed, modified, edited, used alone, or used with other material in the Contest Entities' sole discretion) for any purpose, including but not limited to advertising, trade, promotional and publicity purposes on a worldwide basis, and in all forms of media now known or hereafter devised, in perpetuity, without further authorization, opportunity to review, approval, notification, or compensation of any kind and each Entrant releases all Contest Entities from any and all liability related thereto. Nothing contained in these Official Rules obligates the Contest Entities to make use of any of the rights granted herein and Prize winner waives any right to inspect or approve any such use. In order to participate in the Contest, Entrants will be required to supply certain information about themselves on the Entry. This information will be used by Sponsor for the purposes of administering the Contest, and may be shared with other Contest Entities. The personal information will be collected, processed and used in accordance with Sponsor's Privacy Policy.

9. GENERAL CONDITIONS: This Contest is subject to all applicable federal, state and local laws. By participating, Entrants agree to be bound by these Official Rules and the decisions of Sponsor and Team. Entrants waive any right to claim ambiguity in the Contest or these Official Rules. All Entrants agree to follow the Official Rules and release, discharge, hold harmless and indemnify the Contest Entities and all of their respective members, managers, equity holders, officers, directors, parents, subsidiaries, partners, agents, employees, successors and assigns each of them (collectively, the "Released Parties") against any and all liability, damages or causes of action (however named or described), with respect to or arising out of any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any promotional-related activity or participation in this Contest. In consideration for being awarded a Prize, or any portion thereof, each Prize winner hereby agrees and consents, without further authorization, compensation or remuneration of any kind, to the use of Prize winner's name and/or likeness in any and all advertising, promotions and other publicity conducted by Contest Entities, except where prohibited by law. Sponsor reserves the right to modify the scheduling of the Contest without prior

notification, and the right to make changes or additions to these Official Rules for any reason at any time. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. PRIZE WINNERS AND ENTRANTS RELEASE, DISCHARGE, AND AGREE TO INDEMNIFY AND HOLD HARMLESS, THE CONTEST ENTITIES AND THEIR RESPECTIVE MANAGERS, EQUITY HOLDERS, MEMBERS, DIRECTORS, OFFICERS, EMPLOYEES, PARENTS, SUBSIDIARIES, AFFILIATES, AGENTS, PARTNERS, SUCCESSORS, ASSIGNS AND REPRESENTATIVES FROM AND AGAINST ANY LIABILITY FOR ANY DAMAGES, INJURY OR LOSSES, TO ANY PERSON (INCLUDING DEATH), OR PROPERTY, OF ANY KIND RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY FROM ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE, ANY PORTION THEREOF OR PARTICIPATION IN ANY CONTEST RELATED ACTIVITY OR PARTICIPATION IN THIS CONTEST.

11. LIMITATIONS OF LIABILITY: The Contest Entities are not responsible for late, lost, damaged, misdirected, incomplete, illegible, undeliverable, destroyed, and/or lost, late, misdirected, undeliverable or incomplete entries due to system errors or failures, or faulty transmissions and/or entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete or garbled computer or telephone transmissions, or for any problems or technical malfunction(s) of any telephone network or lines, computer online systems, servers or providers, computer equipment, or entries not received by Sponsor on account of technical problems or traffic congestion on computer networks, or any combination thereof, including any injury or damage to Entrant's or any other person's computer related to or resulting from participating in the Contest or downloading any material for the Contest, or other telecommunications malfunctions which may limit an Entrant's ability to participate. Sponsor may prohibit an Entrant from participating in the Contest or winning the Prize if, in its sole discretion, it determines that said Entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other Entrants or Sponsor or Team representatives. 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 law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. If for any reason this Contest is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor reserves its right at its sole discretion to cancel, terminate, modify or suspend the Contest.

To the maximum extent permitted by law, in no event will the CONTEST ENTITIES be responsible or otherwise liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages related to the CONTEST.

Everything on the ENTRY is provided "as is" without warranty of any kind, either expressed or implied, including implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Some jurisdictions may not allow limitations or exclusions of liability for incidental or consequential damages or exclusion of implied warranties so some of the above limitations or exclusions may not apply. Winners agree that all prizes are provided "as is" without any warranty, representation, or guarantee, express or implied, in fact or in law, whether now known or hereinafter enacted, relative to the use or enjoyment of the prize, including, without limitation, its quality, merchantability, or fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, or re-routing resulting from any acts of any government or authority.

12. DISPUTES: Except where prohibited, as a condition of participating in this Contest, each Entrant agrees that: (i) any and all disputes, claims 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 the appropriate state or federal court located in Phoenix, Arizona; (ii) any and all claims, judgments and awards on behalf of Entrant shall be limited to actual out-of-pocket costs incurred, if any, including costs associated with entering this Contest, but in no event attorneys' fees, and in no event to exceed two hundred fifty dollars (\$250); and (iii) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, 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; and (iv) this Contest and any dispute arising under or related thereto (whether for breach of contract, tortious conduct or otherwise) will be governed by the internal laws of the State of Arizona without giving effect to its conflicts of law or choice of law principles or rules that would cause the application of any other state's laws.

13. WINNER'S LIST/RULES: For a copy of the Official Rules, send a legal-size, self-addressed, stamped envelope to: "BMW Shoot to Drive" Official Rules, c/o Arizona Coyotes Hockey Club, 9400 W. Maryland Ave., Glendale, AZ 85305. Vermont residents may omit return postage with Official Rules requests.

To find out who won, send a legal-size, self-addressed, stamped envelope to: "BMW Shoot to Drive" Contest Winners, c/o Arizona Coyotes Hockey Club, 9400 W. Maryland Ave., Glendale, AZ 85305. Requests must be received no later than three (3) months following the end of the Contest Period. Only one (1) request for either Official Rules of Contest Winners will be fulfilled for each separately mailed outer envelope.

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