

NBA FAN FORUM CONTEST RULES & REGULATIONS

1. CONTEST PERIOD: The **NBA Fan Forum Contest** (the “**Contest**”) commences at 12:00:01 p.m. Pacific Time on January 1, 2014 and ends at 11:59:59 p.m. Pacific Time on **December 31, 2014** (the “**Contest Period**”). The Contest is sponsored by the NBA Properties, Inc. (“**NBAP**”) and Vision Critical Communications Inc. (“**VCCI**”) has been retained by NBAP to administer the Contest.

2. ELIGIBILITY: This Contest is open to all registered members of the **NBA Fan Forum Panel** and other individuals directly contacted by VCCI and invited to participate in the Recruitment Study (“**Entrants**”). All Entrants must be individuals legally residing in the fifty United States and the District of Columbia and are 13 years or older at the time of entry into the Contest. Eligible minors must obtain their parent’s or legal guardian’s consent prior to participation. Employees, agents and representatives of the National Basketball Association (“**NBA**”), its member teams, NBAP and each of their respective related entities (collectively, the “**NBA Entities**”), VCCI and its subsidiaries or affiliates and each of their respective advertising and promotion agencies are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.

3. PRIZES/ENTRY PERIODS: For each Entry Period listed below, ten (10) Prize winners will be selected in individual random drawings from among all eligible entries received during said Entry Period. For each Entry Period listed below, ten (10) fifty (\$50) gift certificates to NBASore.com (“**Prizes**”) will be awarded (for a total of 60 prizes) (for an aggregate of \$3,000 in Prizes to be given away during the Contest Period). All Prizes are valued in US dollars.

Entry Period (“EP”)	Dates
EP#1	1/1/14-2/28/14
EP#2	3/1/14-4/30/14
EP#3	5/1/14-6/30/14
EP#4	7/1/14-8/31/14
EP#5	9/1/14-10/31/14
EP#6	11/1/14-12/31/14

Entries received during one Entry Period will not carry forward to subsequent Entry Periods. Drawings will be conducted in accordance with the Entry Periods outlined below, beginning at 12:00:01PM PT and ending at 11:59:59PM PT on the specified start and end dates.

4. CONTEST DRAW(S): The draw to pick the winners will be held one day (exact day to be determined at the sole discretion of VCCI) within a month of the entry period (the “**Draw Date**”) in Vancouver, British Columbia. Winners will be determined by random drawing from all eligible entries received. The odds of winning depend on the number of eligible entries received for the applicable drawing. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry.

5. HOW TO PARTICIPATE: The Contest is offered electronically via the Internet. All Entrants who are registered members of the **NBA Fan Forum Panel** are automatically entered into the Contest. All other Entrants may enter the Contest by following the link in the Entrant’s invitation to the **NBA Fan Forum Study** website, and completing the study online. These Entrants will receive one entry for every study completed during the Contest Period. Completion of the **NBA Fan Forum Recruitment Survey** is not required to enter the Contest. Entrants may enter the Contest by using the alternate means of Contest entry set out in item 5. Entrants must correctly answer a mathematical skill-testing question, if selected as a potential winner, in order to claim prize. In order to achieve quick payment to winners, the normal process is to allow potential

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winners 2 business days to reply after a draw; and then to allow 2 days for any necessary redraws and up to 2 redraws maximum

6. NO PURCHASE NECESSARY TO ENTER OR WIN - ALTERNATE MEANS OF

CONTEST ENTRY: Entrants may receive one entry for each of the Draws by legibly printing the Entrant's name, street address, city, province, postal code, telephone number, complete email address, and the path to the survey for which the Entrant was selected (URL address) on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Vision Critical Communications Inc. **NBA Fan Forum** Panel Contest, Vision Critical Communications Inc., 200 Granville Street, Vancouver, BC, Canada V6C 1S4. Please note the URL address of the survey is necessary to identify the specific contest being entered. Mail-in entries that do not include the URL address will not be valid. All entries become the exclusive property of the NBA entities and VCCI and will not be acknowledged or returned.

7. PRIZE AWARDING: Winner will be notified by email within approximately fifteen (15) days of the applicable Draw Date.

Prizes will be awarded only on verification by VCCI that all contest requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the NBA Entities, which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Entrants at the email address listed on the VCCI systems, or on the mail-in entries. The winner will have ten (10) calendar days from notification to accept the Prize by email, and will be instructed whom to contact at that time. The NBA Entities and VCCI are not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected winner can not be contacted within the allotted time the NBA Entities and VCCI reserve the right to void that entry and select another eligible Entrant for that Prize. In order to be declared an official winner, the selected Entrant(s) must correctly answer a time-limited skill-testing mathematical question without mechanical or other assistance. Each selected winner will be required to complete, sign and return to VCCI an Affidavit of Eligibility and Release Form and Publicity Release (where legal) within seven (7) days of receipt. If a selected winner(s) fails to complete, sign and return the Affidavit of Eligibility and Release Form and Publicity Release within seven (7) days and/or provides an incorrect answer to the skill-testing mathematical question, the NBA Entities and VCCI reserve the right to void that entry and select another eligible Entrant for that Prize. By completing, signing and returning the Affidavit of Eligibility and Release Form and Publicity Release, the winner(s) (i) confirms compliance with these Contest Rules and Regulations, (ii) releases and forever discharges the NBA Entities, VCCI, their affiliates and subsidiaries and their respective advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize, and (iii) gives permission to the NBA Entities and VCCI, at their option, to publish or otherwise use the winner's name, address, photograph, voice and comments, without compensation, in any publicity carried out by the NBA Entities or VCCI or their respective advertising agencies.

8. CONTEST GENERAL RULES: By entering the Contest, Entrants agree to abide by these Contest Rules and Regulations and the decisions of the NBA Entities and VCCI, which are final.

9. WINNERS LIST: To obtain a copy of the winner list or a copy of the Contest Rules and Regulations, send your request to: Vision Critical Communications Inc, **NBA Fan Forum** Panel Contest Winners List, 200 Granville Street, Vancouver, BC, Canada V6C 1S4. Requests must be received no later than **January 20, 2015** and must enclose a self-addressed stamped envelope.

10. DISQUALIFICATION: Neither the NBA Entities nor VCCI are responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected

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transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Contest or the operation of **NBA Fan Forum** Panel website or any other VCCI hosted website, as determined by VCCI, in its sole discretion, will be disqualified. If disqualified for any of the above abuses, VCCI reserves the right to terminate the Entrant's eligibility to participate. In the event any portion of this Contest is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of VCCI, which in the sole opinion of VCCI, corrupts or impairs the administration, security, fairness or proper entry into the contest, VCCI reserves the right, in its sole discretion, to suspend or terminate the Contest and to award Prize(s) to individuals selected at random from the pool of Entrants received up to the point of termination, if a computer virus, bug, tampering, unauthorized intervention, or other technical problem of any sort corrupts the administration, security, or proper play of the Contest. In no event will more Prizes be awarded than those listed in the Contest Rules and Regulations.

11. TAX INFORMATION: Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.

12. APPLICABLE LAWS: This Contest is subject to all applicable federal, state and municipal laws.

13. PRIZE DISCLAIMER: VCCI is responsible for the delivery of the Prizes to the winners, as declared by VCCI. The NBA Entities or VCCI shall not be responsible or liable to Entrants for any losses, damages or costs incurred as a result of Entrants entering the Contest or use of a Prize won in connection with this Contest or the failure by NBA Properties Inc to deliver the Prize to the winner in accordance with the Contest Rules and Regulations. By participating in the Contest, each Entrant agrees to release and hold harmless the NBA Entities, VCCI and their employees, officers, directors, shareholders, agents, representatives, their parent companies, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

Any Prize awarded will be delivered by the Sponsor, VCCI or by a third-party retained by the Sponsor or VCCI for the purpose of fulfilling the prize (in which case the Entrant consents to the disclosure of his/her name, address and such other personal information as is required for the limited purpose of delivering the prize to the winner)

14. DATA PROTECTION NOTICE: Entrants' personal information is protected by the privacy policy of the NBA and VCCI. To view the VCCI Privacy Policy log on to the VCCI website at www.visioncritical.com and select Privacy Policy. To view the NBA's privacy policy, go to www.nba.com and select Privacy Policy.