

Official Rules **“Devils Suite Night” Contest**

1. NO PURCHASE NECESSARY TO ENTER OR WIN. Devils Suite Night”

Contest (“Contest”) begins at 10:00 AM Eastern Time (“ET”) on Monday, March 15, 2010 and ends at 9:00 PM ET on Thursday, March 23, 2010 (“Contest Period”).

2. THERE ARE UP TO 5 WAYS TO ENTER THE CONTEST:

Email One or More of the Following Subject Lines (“Subject Lines”)

- **Devils Twitter Subject Line Entries:** Visit <http://twitter.com/NHLDevils>. Begin following the @NHLDevils Twitter account and, when the number of Twitter followers reaches 9,000, email the Subject Line “@Devils Winner” to info@prucenter.com;
- **Prudential Center Twitter Subject Line Entries:** Visit <http://twitter.com/prucenter>. Begin following the @prucenter Twitter account and, when the number of Twitter followers reaches 1,234, email the Subject Line “@PruCenter Winner” to: info@prucenter.com;
- **Devils Facebook Subject Line Entries:** Go to the Official New Jersey Devils Facebook page and, when the number of Facebook fans reaches 38,000, email the Subject Line “GOAL!” to: info@prucenter.com
- **Prudential Center Facebook Subject Line Entries:** Go to the Official Prudential Center Facebook page and, when the number of Facebook fans reaches 8,000, email the Subject Line “KO Prize” to: info@prucenter.com.

Enter on the Prudential Center Website

- **Prudential Center Website Entries:** Go to the Official Prudential Center website, <http://www.prucenter.com>, at any time during the Contest Period and complete an online entry.

3. ELIGIBILITY: The Contest is open to legal residents of the continental United States. Entrants must be 18 years of age or older at the time of entry in the Contest. Employees, officers and directors and their immediate families (parent, child, sibling & spouse) and persons living in the same households as

such individuals (whether related or not) of Devils Arena Entertainment LLC (“Sponsor”) New Jersey Devils LLC (“Devils”), National Hockey League, Prudential Center, their respective parent companies, affiliates, subsidiaries, agents, distributors, suppliers, advertising, promotional, judging, fulfillment and marketing agencies are not eligible to participate in the Contest. **Void where prohibited by law.**

4. CONDITIONS OF ENTRY: LIMIT one (1) Entry per person and email account per Subject Line and one (1) Prudential Center Website Entry per person and email account. Additional entries from the same person and email address are void. Any attempt by a person to use multiple email accounts to enter more than once per method of entry during the Contest Period are void. By entering, entrants accept and agree to these Official Rules including all eligibility requirements. All entries become the property of the Devils. Neither Sponsor, the Devils, the National Hockey League, the Prudential Center, the Special Guest (as defined below) , nor their respective parent companies, affiliates, subsidiaries, associations, agents, distributors, suppliers, advertising, promotional, judging, fulfillment and marketing agencies, nor the affiliates, subsidiaries, divisions, advertising and promotion agencies, and respective employees officers, directors and /or members of each (collectively, “Devils Parties”), assume any responsibility for late, lost, illegible, misdirected, or undelivered entries.

5. SUBJECT LINE ENTRY CONTEST WINNER AND PRIZES/ODDS: Entrants will be asked to email a Subject Line message as described above. The first two (2) potential winners to email the requested Subject Line email message in each category will win the prize(s) described in these Official Rules. There will be two (2) Winners from each category of eligible Subject Line entries received. Odds of winning depend on the number of eligible Subject Line entries received and the order in which email messages are received.

6. PRUDENTIAL CENTER WEBSITE DRAWINGS AND PRIZES/ODDS: Electronic randomized drawings will be held within twelve (12) hours of the Contest Period by DAE to select two (2) random drawing Winners one (1) winner from all eligible Prudential Center Website Entries received). Odds of winning depend on the number of eligible website entries received.

7. PRIZES/PRIZE RESTRICTIONS: A total of ten (10) Prizes will be awarded: Each Winner of the Contest will receive two (2) suite tickets to the New Jersey Devils vs. New York Rangers home game on Saturday, March 25, 2010, at 7:00 PM EST at the Prudential Center in Newark, New Jersey and may have an opportunity to watch a portion of the Game with a participant in the upcoming UFC Championship Fight at the Prudential Center (the “Special Guest”). Average Retail Value of each Prize: \$350.00 (\$175.00 per ticket). Winners must be able to attend the event on the date specified by the Sponsor. The Sponsor reserves the right to change the date and game listed above. All expenses not specified

herein (including, but not limited to, taxes and transportation to/from winner's residence) are the sole responsibility of the winner. Appearances by the Special Guest will be subject to availability. Specifics of all prizes are in Sponsor sole discretion and the Sponsor reserves the right substitute prizes described above.

8. PRIZE AWARDING: Limit of one (1) Prize per person, household, and email address. Prizes will only be awarded by the Sponsor upon potential winners' verification and approval. No prize substitution, cash equivalent of prizes, transfer or assignment of prizes permitted, except by the Sponsor in its sole discretion. Potential winning entrants will receive prize notification via electronic mail. Potential winners will have twelve (12) hours from receipt of winning notification to confirm that the notification has been received. If a potential winning entrant of any prize cannot be contacted; is ineligible; fails to claim the prize; or if the prize notification is returned undeliverable; or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and the prize will be awarded to an alternate potential winner in a second chance drawing from among all non-winning eligible entries received. Odds of winning in the second chance drawing depend on the number of eligible entries received. After confirming notification receipt, the potential winners will be sent via email, a Confirmation & Release form. These forms must be completed, signed and returned to the Sponsor via email or facsimile by 12:00PM (Noon) EST on Friday, March 24, 2010. Taxes, fees, or incidental costs including but not limited to income taxes which may arise and be due or asserted on account of the prize shall be the sole responsibility of the winner.

Winners agree that receiving a prize grants the Devils Parties the right to print, publish, broadcast, and use universe-wide in any media now known or later developed at any time or times, a winner's name, portrait, picture, voice, likeness, and biographical information for any purpose, including but not limited to, in advertisements, publicity, and other communications without additional compensation, except where prohibited by law. All decisions of the Sponsors shall be binding and final.

Entries will be deemed made by the authorized holder of the email address submitted at time of entry. In the event of a dispute regarding the identity of any potential winner, the potential winner will be deemed to be the authorized holder of the email address submitted at time of entry. The authorized account holder is defined as the natural person who is eligible to participate in the Contest under Rule # 3 above and who is assigned an email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address and who is the sole owner of the email address pursuant to which the entry is made. A potential winner must provide the Devils with satisfactory proof that he/she is the authorized holder of the email address associated with the potentially winning Contest entry. Entries generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, illegible or

corrupted are void and will not be accepted. By entering the Contest, entrant recognizes and agrees to all of the terms and conditions of the Prudential Center Privacy Policy, which is available at: <http://www.prucenter.com>.

9. RELEASE: As a condition of entering the Contest, entrant agrees that (1) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses; (2) all causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form class action; and (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorney's fees. BY ENTERING THE CONTEST, ENTRANTS AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS THE DEVILS PARTIES AND THE RESPECTIVE OFFICERS, EMPLOYEES, MEMBERS, DIRECTORS, AND AGENTS OF EACH, FROM ANY AND ALL LIABILITY FOR ANY INJURY, LOSS, OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF PARTICIPATION IN THE CONTEST OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/MISUSE OR POSSESSION OF PRIZES, OR ANY PRIZE RELATED ACTIVITY. ENTRANTS WAIVE ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

10. DISCLAIMER: Devils Parties are not responsible for printing or typographical errors in any Contest-related materials. Sponsor reserves the right, in its sole discretion, to disqualify any individual that tampers with the entry process, and terminate, suspend, cancel or modify the Contest and award the prizes from among all eligible entries received as of the date of termination if for any reason this Contest is not capable of running as planned due to infection by computer virus, bugs, tampering, fraud, unauthorized intervention, technical failures or other causes beyond the control of Devils Parties. Devils Parties and the respective officers, directors, members, agents and employees of each are not responsible or liable for any events beyond the control of the Sponsor, which may cause the Contest to be stopped, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, nor are they responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by the Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to entrant's or any other person's computer relating to or resulting from participation in this Contest or downloading any materials in this Contest. The Sponsor may stop any person from participating in this Contest or in the prize award if that person ignores the

Contest Official Rules or acts, in the Sponsor's sole discretion: (a) in a manner the Sponsor determines to be not fair; (b) with an intent to annoy, threaten or harass any other entrant or the Devils Parties; or (c) in any other disruptive manner. Should more prizes be awarded through a computer hardware or software malfunction, error or failure, or for any other reason, in any prize category, than are stated for that category in the Official Rules, the Sponsor reserves the right to award only the number of prizes stated in the Official Rules for that category. In no event will more prizes be awarded than those listed in Rule # 7.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

11. CHOICE OF LAW AND JURISDICTION: Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, the Sponsor in connection with this Contest, shall be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of New Jersey. Any action seeking legal or equitable relief arising out of or relating to the Contest or these Official Rules shall be brought only in the courts of the State of New Jersey.

12. WINNERS LIST: To receive a list of winners, send a self-addressed stamped envelope for receipt by April 30, 2010 to: "**Devils Suite Night**" Contest Winners List Request, c/o Devils Arena Entertainment LLC, Marketing Department, Prudential Center, 165 Mulberry Street, Newark, New Jersey 07102.