

Sponsors

The Penguins Beard-A-Thon ("Contest") is sponsored by the Pittsburgh Penguins, One Chatham Center, Suite 400, Pittsburgh, PA 15219.

Eligibility

Contest open to legal residents of the United States of America or Canada. To be eligible to win a prize, Contest entrants must be 18 years of age or older as of April 9, 2010 and a legal resident of the United States or Canada. The Contest is VOID where prohibited by law. Excluded individuals may participate in the Contest and have their name noted in the standings but will not be eligible to receive any prizes. If you are selected as a winner but are not eligible to win any prizes, the prize will be awarded to the contestant with the next highest score in accordance with these Official Rules.

Employees, officers, directors, agents, representatives and their immediate family and/or household members of Sponsor, and its parents, subsidiaries, affiliates, advertising and promotion agencies, and all other companies associated with this Contest are not eligible to win.

Participants are only permitted to register as an individual with one (1) valid name and email address. Contest entrants with more than one (1) individual participating are ineligible to win prizes.

Violators will be disqualified.

How to Enter

To enter, visit www.beardathon.com/penguins (the "Website"), or click on the appropriate links from penguins.nhl.com to the "Penguins Beard-A-Thon" website and complete the online registration process. You must complete the online registration, with your legal first and last name and your current and valid e-mail address, in order to participate. Entrants will be asked to create a username and password which they will use for future login. You may enter/register for the Contest at any time during the Overall Contest Period (as defined below), subject to these Official rules. Contest runs April 9, 2010 until the noon of the day following the conclusion of the Pittsburgh Penguins participation in the 2010 Stanley Cup Playoffs ("Overall Contest Period").

How to Play

Once registered, you may enter the Contest by having individuals make a tax-deductable donation in support of the participant to the Mario Lemieux Foundation through the Website.

Prizes

First Place: The participant with the most total US dollars donated in support of the participant at the conclusion of the Contest will receive one (1) 20" x 16" canvas print autographed by Mario Lemieux that portrays the Pittsburgh Penguins owner Mario Lemieux handing the Stanley Cup to the Pittsburgh Penguins captain Sidney Crosby after Game 7 of the 2009 Stanley Cup Final and one (1) hard hat tour of the Consol Energy Center for four (4) people.

Second Place: The participant with the second most total US dollars donated in support of the participant at the conclusion of the Contest will receive an autographed Sidney Crosby replica jersey and one (1) hard hat tour of the Consol Energy Center for four (4) people.

Third Place: The participant with the third most total US dollars donated in support of the participant at the conclusion of the Contest will receive a regular release McFarlane figurine autographed by Mario Lemieux that shows Mario Lemieux during his rookie season in a black Penguins uniform and one (1) hard hat tour of the Consol Energy Center for four (4) people.

Prize winners will be notified by telephone, email, or U.S. mail within seventy-two (72) hours of the conclusion of the Contest. No substitution, transfer, or assignment of prizes is permitted, except that Sponsor reserves the right to substitute a prize in the event any offered prize set forth above is unavailable. All prize winners are responsible for reporting and payment of all taxes and any other expenses not specified above.

Sponsor is not responsible or liable for late, lost, misdirected, or unsuccessful efforts to notify prize winners due to reasons beyond its reasonable control. Sponsor is not responsible or liable for prizes that are lost, stolen, damaged, late, misdirected, or otherwise not received by the prize winner due to reasons beyond its reasonable control. All unclaimed prizes will be forfeited and Sponsor will select a substitute prize winner at its sole discretion. If a prize is declined or undeliverable, the prize winner will be disqualified and Sponsor will select a substitute prize winner.

Tie-Breaking

In the event ties exist at any prize level, the Sponsor retains sole discretion as to whether to select multiple winners or to implement a tiebreaker. All decisions of Sponsor regarding the foregoing are binding and final.

Sportsmanship

Sponsor reserves the right to disqualify and remove any contestant from the Contest if it is deemed by Sponsor that the contestant has exemplified conduct that in any way adversely affects another contestant's experience.

General Conditions

By participating, contestants agree to abide by the terms of these official rules, the terms of use for pittsburghpenguins.com, penguins.nhl.com, and beardathon.com/penguins, and the decisions of Sponsor, which are final and binding on all matters pertaining to the Contest. All federal, state, and local laws and regulations apply. All prize winners may be required to execute an affidavit of eligibility and liability/publicity release within seven (7) days following the date of attempted notification. Non-compliance within this time period may result in disqualification and selection of an alternate winner. Return of any prize notification as undeliverable may result in disqualification and selection of an alternate winner. The Contest may be terminated or discontinued at any time by Sponsor due to technical reasons that prevent the fair operation of the Contest.

Accuracy of Information

ALL DONATION AMOUNTS AND OTHER INFORMATION PROVIDED ON THE WEBSITE ARE UNOFFICIAL. The Website and its components are offered for informational purposes only. While Sponsor uses reasonable efforts to include accurate and up-to-date information, Sponsor does not warrant or make any representation of any kind with respect to the information provided to you through the Website. Sponsor shall not be responsible for the accuracy, usefulness, or availability of any information transmitted or made available through the Website, and shall not be responsible or liable for any errors or omissions in such information.

Entertainment Purposes Only

The Contest is for entertainment purposes only and may not be used in connection with any form of gambling or wagering or any other commercial endeavors.

License

Contestants grant to Sponsor the right to use and publish their proper name and state of residence online, in print, and in any other media in connection with the Contest. Acceptance of the prize constitutes permission for Sponsor to use the prize winner's name and likeness for advertising and promotional purposes without additional compensation unless prohibited by law.

Release

By entering, contestants release and hold harmless Sponsor and its respective parents, subsidiaries, affiliates, partners, members, officers, employees, and agents from any and all liability or any injury, loss, or damage of any kind arising from or in connection with the Contest or the prize won.

Internet

If for any reason the Internet portion of the Contest is not capable of running as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical

failures, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify, or suspend the Contest. Sponsor assumes no responsibility for 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. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, or software, or for failure of any e-mail entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials related to the Contest.

CAUTION: ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH CONTESTANT TO THE FULLEST EXTENT PERMITTED BY LAW. In addition, any person attempting to defraud or in any way tamper with the Contest will be declared ineligible for the Contest and any future contest involving Sponsor. Posting of inappropriate, offensive, or defamatory materials will result in the immediate disqualification of a participant.

Modification; Waiver

Sponsor expressly reserves the right to modify these official rules at any time and from time-to-time. Contestants waive any right to claim ambiguity in regard to the interpretation or implementation of these official rules.

Winner Confirmation/Official Rules

For the names of the prize winners, or to receive a copy of these official rules, send a self-addressed, stamped envelope to: Pittsburgh Penguins "Beard-A-Thon" Contest, One Chatham Center, Suite 400, Pittsburgh, PA 15219. Indicate "Rules Request" (Must be received by 6/18/10) or "Winner Confirmation" (Must be received by 6/19/10) on front of envelope.