

“Win 1 of 3 Scholarships with Option+ and Option+ Nature” Contest
Contest rules and regulations
Hereinafter the “contest rules”

The “**Win 1 of 3 Scholarships with Option+ and Option+ Nature**” Contest (hereinafter the “**contest**”) is organized by Uniprix (hereinafter the “**contest sponsor**”). The contest starts on August 5, 2010 at 9 a.m. ET (hereinafter the “**contest start date**”) and ends on August 25, 2010 at 11:59 p.m. (hereinafter the “**contest end date**”).

1. ELIGIBILITY

This contest is open to all Quebec residents who have reached the age of majority on the contest start date, with the exception of Uniprix employees, representatives and agents of the contest sponsor or its affiliated companies, parent companies, advertising or promotion agencies, contest material, prize or services suppliers, any stakeholders directly associated with the organization of this contest, members of their immediate family - father, mother, brothers, sisters, children, legal or common-law spouses - and any other person domiciled with these employees, representatives or agents.

2. HOW TO ENTER

2.1 To enter the contest, participants must purchase an Option+ or Option+ Nature product at Uniprix. Participants can register by filling out an entry ballot available in the flyer or in-store, being sure to provide their receipt number in every case. This completed ballot can then be dropped off in a contest box at any participating Uniprix location before the contest end date. Please note that all mandatory fields must be completed. Participants must keep their receipt as proof of purchase.

2.2 Manually or mechanically reproduced entries will not be accepted and contact information provided using a rubber stamp or self-addressed labels will also be rejected.

2.3 No purchase necessary. Participants can enter the contest without purchase by hand writing a minimum 50-word letter not mechanically reproduced explaining why they would like to win a scholarship. The letter must be forwarded to the attention of the “Win 1 of 3 Scholarships with Option+ and Option+ Nature Contest” at the following address: Uniprix, 5000 Métropolitain Blvd East, Montreal, Quebec H1S 3G7.

2.4 Participants who completed an online, in-store or flyer entry ballot are eligible for the random for the “Grand Prize” (hereinafter the “grand prize”), which will take place on September 22, 2010 at 1:00 p.m. ET at 5000 Métropolitain Blvd East, Montreal. The random draw will be conducted as follows:

- 2.4.1 Three (3) entry ballots or letters will be randomly drawn from all eligible entries forwarded to the Uniprix head office located at 5,000 Métropolitain Blvd. East in Montreal.

3. GRAND PRIX

Three (3) grand prizes will be awarded. The prizes are three (3) scholarships worth \$1,000 each.

The approximate value of each scholarship is \$1,000, for a total value of \$3,000.

The following conditions apply:

3.1 Conditions for taking possession of the scholarship:

- 3.1.1 To claim his prize, the winner must show a photo ID.
- 3.1.2 The winner will take possession of his scholarship at a Uniprix location selected by the contest sponsor based on proximity to his place of resident.
- 3.1.3 The winner will be required to take possession of his prize at the designated Uniprix location within 60 days of receiving notice from the store advising them that the scholarship is available. Should winners fail to claim their prizes within the set deadline, the contest sponsor reserves the right to cancel the prize, at his sole discretion.
- 3.1.4 In the event that the winner refuses or is unable to accept the scholarship for any reason whatsoever, no compensation or any other indemnity will be given.

4. HOW TO CLAIM A PRIZE

4.1 To be declared a winner, the three (3) randomly selected participants must:

- 4.11 Have previously completed the form on the contest sponsor's Website or the entry ballot in stores or in the flyer, including all mandatory fields, or have written an original 50-word letter;
- 4.12 Present a proof of purchase (cash register receipt) for a selected product.
- 4.13 Be reached by email or telephone by the contest organizer within forty-eight (48) hours after the draw. Should the selected participant not be reached by email or telephone within forty-eight (48) hours of the draw, he will be deemed to have forfeited all rights to the prize and a back-up participant will be selected. If three (3) randomly selected participants cannot be reached by telephone or email within 48 hours of the draw of the third entry ballot, the prize shall be deemed void.

4.14 The winner shall be selected within thirty (30) days after the respective draws.

4.15 Should any of the above conditions or any other condition herein not be met, the selected participant shall be disqualified and the prize awarded to him shall be declared void. In the days following receipt of the duly completed declaration form, the organizer in charge of administering the contest will contact the winner to tell him how to claim his prize.

5. GENERAL CONDITIONS

5.1 All entry ballots are subject to approval by contest organizers or their representatives and may be rejected and voided if they are incomplete, illegible, damaged, falsified, irregular or modified in any way. Entries that resulted from a printing error or those distributed by any unauthorized source will also be voided. Contest organizers decline all responsibility for lost, misdirected or late entries. Once entered into the contest, the entry ballots become the property of contest organizers.

5.2 By entering this contest, participants agree to be bound by the conditions stipulated in these contest rules. Winners authorize contest organizers or their representatives to use their names and/or photos for promotional purposes as needed without compensation. Odds of winning depend on the number of entries received.

5.3 Any litigation regarding the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation regarding the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

5.4 Uniprix Inc. has duly paid the related contest fees to the Régie des alcools, des courses et des jeux, as required by all applicable laws.

5.5 The names of winners may be forwarded to any person who makes such a request and upon reception of a pre-stamped envelope. Requests must be forwarded to the attention of Susan Jasmin at: Uniprix Head Office, 5000, Métropolitain Blvd East, Montreal, Quebec H1S 3G7.

5.6 In the event of any discrepancies between the English language version of these official rules and the French language version, the French language version shall prevail.

5.7 A copy of these Contest Rules is available under the Contests section of the Uniprix Website at www.uniprix.com and in participating Uniprix stores