

“1 loge for 8 people to see the Alouettes” Contest

Contest Rules – From April 15 to October 20, 2010

1. General conditions

To enter the “1 loge for 8 people to see the Alouettes” Contest, simply visit www.uniprix.com and complete the contest entry form before 11 p.m. on October 20, 2010.

2. Eligibility

2.1 This Contest is open to all Quebec residents. If a minor wins the prize, a parent or legal guardian will be required to provide written consent. This Contest is not open to employees, agents and representatives of UNIPRIX INC. (hereinafter the “Organizers”), its affiliates, advertising and promotional agents, participating merchants, suppliers of contest prizes, goods and services and members of their immediate families (brothers, sisters, children, mother, father), their legal or common-law spouse and all persons with whom these employees, agents and representatives are domiciled.

2.2 For the purposes of these Contest Rules, the entrant is the person whose name appears on the official entry form.

3. How to enter

NO PURCHASE NECESSARY: While Internet access and an email account are required to enter this Contest, no purchase is necessary. Public libraries, Internet cafés, retail stores and other establishments offer Internet access and many Internet service suppliers provide free email accounts.

3.1 To enter the Contest, go to <http://www.uniprix.com/en/alouettes> to access the Contest promotional page. The message “Please provide your email address” and an electronic entry form (hereinafter called “entry form” will appear on the screen.

3.2 Complete the entry form, indicating your title, first name, last name, email address, mailing address with postal code, telephone number with area code, date of birth and a password. Please confirm that you have read these Contest Rules and agree to be bound by them.
All entry forms must be submitted no later than October 20, 2010 at 11:00 p.m. (EST).

3.3 When you subscribe to the contest, you might choose to receive the Uniprix e-newsletter and other information about products, services and special offers from Uniprix, Alouettes and its other partners.

4. Restrictions:

4.1 Participants must satisfy the following restrictions, failing which they may be disqualified:

- a) Only one email address per entrant when entrant has more than one such address.
- b) One (1) entry per person, per valid email per day is allowed during the Contest period.
- c) Invited friends must be different people and the email addresses of these friends must be valid.

5 Description and awarding of the Grand Prize

5.1 The approximate value of the package for 8 people is \$3,000.

The Grand Prize includes:

- 8 tickets to see a regular season Alouettes game on November 7, 2010 at the Percival Molson Stadium. The date can change without prior notice. Food and beverages consumed in the loge are not included.
- Uniprix could invite 8 other people in the same loge for the same game.

6. Drawing and notification of the winner

6.1 The winner will be selected by an electronic random draw, which will be held on October 21, 2010 at noon at the Uniprix head office in Montreal among all eligible entry forms submitted during the Contest period. The seven (7) guests accompanying the winner will be at the winner's sole discretion.

6.2 The Organizers will contact the selected entrant by email and telephone. The winner will then be told how to take possession of the prize. All invalid email addresses will automatically be rejected.

6.3 To be declared a winner, an entrant selected at random must be eligible to enter the Contest as per article 2 of these Contest Rules.

If, within five (5) business days of the draw and after a reasonable attempt has been made, the Organizers are unable to reach an entrant selected at random, this entrant will be disqualified and the Organizers will select another entry form until a winner is found.

6.4 Odds of winning depend on the total number of entries received during the Contest period.

7. Limitations of liability

7.1 Before being declared a winner, a selected entrant will be required to sign a Declaration of Compliance with the Contest Rule releasing the Organizers, their advertising and promotional agencies, the Contest judging organization, Contest prize suppliers and affiliates of the foregoing, as well as all officers, directors, owners, associates, employees, agents, representatives, successors and all respective assignees from all liability of any kind in connection with the Contest or occurring as a result of the prize being awarded.

7.2 By participating or attempting to participate in this Contest, entrants release the Organizers, their affiliates, advertising and promotional agencies, employees, agents and representatives from any liability for any damages that could result from participating or attempting to participate in this Contest.

7.3 By accepting the prize, winners authorize the Organizers to use their name, voice, comments about the prize, place of residence, photos and other images for promotional purposes without further compensation.

8. Miscellaneous conditions

8.1 All electronic forms are subject to verification by the Organizers. Entry forms that are incomplete, fraudulent, damaged, submitted late or those that do not comply with these Contest Rules in any manner whatsoever will automatically be rejected and will give no entitlement to a prize. In such an event, the Organizers will select another entry.

8.2 The Organizers reserve the right to disqualify an entrant or cancel the entry or entries of any person participating or attempting to participate in this Contest in a manner that violates these Contest Rules or leads to an unfair advantage over other entrants (e.g. submitting more entries than the allowable limit, computer hacking, etc.). In such an event, the appropriate legal authorities may be alerted.

8.3 The prize must be accepted as is and cannot be transferred, substituted or exchanged in whole or in part for cash, except as provided below. Should the Organizers be unable to award the prize as described in these Contest Rules, they reserve the right to award a like prize of equivalent value, or at their sole discretion, the prize cash value as indicated herein.

8.4 The Organizers assume no responsibility for the malfunction of any hardware, software or communication lines, resulting in the loss or lack of a communication network or for any transmission that is incomplete, incomprehensible or deleted by any computer or network, including any malfunction due to human error of any kind, which may limit or prevent someone from entering the Contest.

8.5 The Organizers assume no responsibility for any damage or loss stemming, directly or indirectly, in whole or in part, from the downloading of any software program or form or from the transmission of any information related to the Contest.

8.6 The entry forms are the property of the Organizers and will not be returned to participants under any circumstances. There will be no communication or correspondence with entrants for the purposes of this Contest, other than with the persons selected as prize winners.

8.7 This Contest is governed by all applicable federal, provincial and municipal laws.

8.8 Should the selected entrant refuse the prize as it has been described in these Contest Rules, the Organizers will be discharged from all obligations related to this prize as it pertains to this person.

9. Régie des alcools, des courses et des jeux du Québec

9.1 Upon approval by the *Régie des alcools, des courses et des jeux du Québec* (the "Régie"), the Organizers reserve the right, at their sole discretion, to rescind, amend or suspend all or part of this Contest, in the event of a virus, computer bug, unauthorized human intervention or any other causes beyond the control of the Organizers which could corrupt or affect the administration, security, impartiality or normal operation of this Contest. In all cases, the Organizers, their affiliates, advertising and promotional agencies, suppliers of products and services relating to this Contest and their employees, agents and representatives will not be required to award more prizes than the number stipulated in these Contest Rules or award prizes other than those described in these Contest Rules.

9.2 The Organizers, their affiliates, advertising and promotional agencies, employees, agents and representatives accept no responsibility in any case where their inability to satisfy these Contest Rules arises from any situation which is outside their control, including but not limited to a situation of strike, lock-out or other type of labour dispute in the Organizers' establishment or in the establishments of any organization or entity whose services are used for running this Contest.

9.3 Any litigation respecting 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 respecting the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.

9.4 Any decision by the Organizers or their representatives is final and without appeal, subject to any decision by the *Régie des alcools, des courses et des jeux du Québec*, with respect to any matter within its jurisdiction.

9.5 For the purposes of these Contest Rules, the entrant is the person whose name appears on the entry form. Prize will be awarded to that person if he or she is declared a winner.

9.6 Should the English and French versions of these Contest Rules differ, the French version shall prevail.

9.7 The names of winners can be forwarded to any person who makes such a request, upon reception of a pre-stamped, pre-addressed envelope. Requests must be sent to the attention of Susan Jasmin, 5000 Métropolitain Blvd. East, Montreal, Quebec H1S 3G7.