

**“Win an iPhone G4 with Normaderm” Contest
From September 2 to September 22, 2010**

Contest rules

1. To enter the “Win an iPhone G4 with Normaderm” Contest, simply fill out the online entry form on the Uniprix Website at uniprix.com/contestnormaderm from September 2 to September 22, 2010. One entry per day. For every person referred, contestants earn an additional chance to win, for a maximum of five referrals per contestant.
2. The contest opens on September 2, 2010 and closes on September 22, 2010. The name of the winner will be drawn at random on October 6, 2010 at noon at the Uniprix head office, 5000 Métropolitain Blvd East in Saint-Léonard.

Prize

3. One (1) portable iPhone G4, 16 G, a value of approximately \$700. Prize does not include a monthly service plan with a service provider.

Eligibility

1. Prizes must be accepted as is and cannot be exchanged, transferred or substituted.
2. All registrations submitted online at www.uniprix.com are subject to verification 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. Registrations will also be voided if they are distributed by any unauthorized source or for any other reason. Contest organizers decline all responsibility for lost, misdirected or late flyer notification entry ballots.
3. This contest is open to all Québec residents, with the exception of all Uniprix employees, their advertising and promotional agents, suppliers of contest material, as well as any person with whom any of the foregoing are domiciled.
4. By entering this contest, participants agree to be bound by the conditions stipulated in these contest rules. Winners authorize contest organizers or their representatives, if need be, to use their names and/or photos for promotional purposes without compensation. Odds of winning depend on the number of entries received.
5. Winner will be notified by email or by telephone within two (2) days of the drawing held at the Uniprix head office. If the winner fails to claim his prize before October 15, 2010, at noon, was not reachable or did not satisfy all contest conditions, prize will become null and void.

6. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* (the *Régie*) 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.
7. Correctly answer a timed mathematical skill-testing question, without assistance, to be administered by email by the Sponsors or their representatives at a mutually convenient time.
8. The sponsors reserve the right, at their sole discretion, to rescind, amend or suspend all or part of this contest, in the event of an incident or any human intervention that could corrupt or affect the administration, security, impartiality or normal operation of this contest as prescribed in these contest rules and upon approval by the *Régie des alcools, des courses et des jeux du Québec*, if required. In all cases, Uniprix Inc. (head office) and its affiliates (all stores of the Uniprix Group), their representatives and the official contest agencies, their 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. By entering this contest, each entrant acknowledges and agrees that the contest group: i) shall have no liability of any kind whatsoever with respect to this contest and/or the awarding or use of the prize; (ii) makes no guarantee or representation of any kind concerning the prize; (iii) disclaims any implied warranty; and (iv) is not liable for injury, loss or damage of any kind resulting from the entrant's acceptance or use of the prize or otherwise from such entrant's participation in this contest. The contest group is not responsible for typographical or other errors in the offer or administration of this contest, including but not limited to errors in advertising, the contest rules, the selection and announcement of winners or the distribution of the prizes.
10. Uniprix Inc. duly paid the related contest fees to the *Régie des alcools, des courses et des jeux*, as required by all applicable laws.
11. The names of winners may be forwarded to any person who makes such a request, upon reception of a pre-stamped pre-addressed envelope. Requests must be forwarded to the attention of Susan Jasmin at the mailing address below:

C/O: Susan Jasmin
"Win an iPhone G4 with Normaderm" Contest
5000 Métropolitain Blvd. East
Saint-Léonard, Québec H1S 3G7
12. A copy of these contest rules is available in Uniprix stores and on the Uniprix Website at www.uniprix.com under "Contests."
13. Should the French and English versions of these rules differ, the French version shall prevail.