

“For Mother’s Day, sign up for the Uniprix newsletter” Contest From April 16 to April 29, 2009

Contest rules:

1. To enter the “For Mother’s Day, sign up for the Uniprix newsletter” contest, simply subscribe to the Uniprix newsletter online at Internet <http://www.uniprix.com/en/newsletter/> from April 16 to April 29, 2009 before 11:59 p.m.
2. The contest begins on Thursday, April 16, 2009 at 00:00 (midnight) and ends on April 29, 2009 at 11:59 p.m. The random drawing from newsletter subscription forms will take place on Tuesday, May 5, 2009 at noon at the Uniprix head office located at 5000 Métropolitain Blvd. East, Saint-Léonard, for the following prize:

Prize:

3. The prize consists of one of ten (10) Uniprix gift cards. Each gift card is valued at \$20.

Eligibility:

1. The prize must be accepted as is and cannot be exchanged, transferred or substituted.
2. All newsletter subscription forms are subject to verification by contest organizers or their agents and can be rejected and voided if they are incomplete, irregular or modified in any manner whatsoever, as is the case for those distributed by an unauthorized source or other. Contest organizers decline all responsibility for late subscriptions. Once entered into the contest, the subscription forms become the property of contest organizers.
3. The contest is open to all Quebec residents, with the exception of Uniprix employees, their advertising and promotional agents, suppliers of contest materials, 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. The winners will be notified by email within two (2) days of the drawing held at the Uniprix head office. If winners fail to claim their prizes before May 11, 2009 at noon, were not reachable or did not satisfy all contest conditions, their prizes 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* 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 telephone 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* (the “Régie”), 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
"For Mother's Day, sign up for the Uniprix newsletter" Contest
5000 Métropolitain Blvd. East
Saint-Léonard, Quebec H1S 3G7
12. A copy of these contest rules is available 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.