

Enter our “Happy Easter” Contest!

Contest rules from March 26 to April 15, 2009

1. To enter our “Happy Easter” contest, simply colour in the drawing, which is available at participating Uniprix retail outlets or on our Website: www.uniprix.com. Then, fill in the contact information and drop off the colouring page in the contest box **before 12:00 on April 15, 2009**.
2. Manually or mechanically reproduced colouring pages will not be accepted, nor will those completed using a rubber stamp or dry labels. One colouring page per person, per DAY. No purchase required.
3. The contest opens on Thursday, March 26, 2009, and closes on Wednesday, April 15, 2009, at noon. Random draws will take place on April 30, 2009, at 1:00 p.m., from all eligible entries, at the Uniprix head office, located at 5000 Métropolitain Blvd. East in St-Léonard.
4. **PRIZES**
DRAW of 30 Nintendo DS.

Each Nintendo DS is valued at \$139.99. All other expenses not expressly specified as being included in the prize are the responsibility of the winners. Maximum total value of \$ 4,200.
5. Prizes will be given to the parents or legal guardians of the children whose names appear on the winning colouring pages. Prizes must be accepted as awarded and cannot be substituted, transferred or exchanged for cash.
6. All colouring pages 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. 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 colouring pages become the property of contest organizers.
7. 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.
8. 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 without compensation, should this be required. Odds of winning depend on the number of colouring pages received.

9. Winners will be notified by telephone or mail within two weeks of the draw. Prizes will be mailed. For a colouring page to be declared a winner, all contest conditions must be satisfied. If winners do not claim their prizes before June 20, 2009, if they cannot be reached, or if they do not satisfy all contest conditions, their prizes will become null and void.
10. “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.”
11. Uniprix Inc. duly paid the related contest fees to the Régie des alcools, des courses et des jeux, as required by all applicable laws.
12. Unless entrants otherwise indicate, the personal information gathered about entrants in the course of this contest will be used solely by the Sponsors for the administration of the Contest, and will be used by the Sponsors in connection with any publicity relating to the contest.
13. A copy of these Contest Rules is available under the Contest section of the Uniprix website at www.uniprix.com and in Uniprix stores.
14. 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.