

“See the Montreal Impact with your Family” Contest June 17 to 30, 2010

Contest rules:

1. To enter the “See the Montreal Impact with your Family” Contest, simply sign up for the Uniprix newsletter from June 17 to 30, 2010 before 11:59 p.m. at the following address: www.uniprix.com/en/impact_familyday/. Current Uniprix newsletter subscribers are automatically eligible for the draw.
2. The contest opens on Thursday, June 17, 2010 at 0:00 (midnight) and closes on June 30, 2010 at 11:59 p.m. A random draw for the winning Uniprix newsletter registration forms will take place on Friday, July 2, 2010 at noon at the Uniprix head office, 5000 Métropolitain Blvd East in Saint-Léonard. The following prizes will be awarded:

Prizes:

3. There are 75 family packages to be won. Each package contains 4 tickets to see the Montreal vs. Baltimore match at Saputo Stadium on Sunday, July 18, 2010 at 2 p.m. Each prize has a value of \$40.

Total value: \$3,000

Eligibility:

1. The prize must be accepted as is and cannot be exchanged, transferred or substituted.
2. All newsletter registration forms 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 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. Once entered into the contest, the flyer notification entry ballots become the property of contest organizers
3. This contest is open to all Québec and Ontario 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. Winners will be awarded their prizes the week following the draw.
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. 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.

8. 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.
9. 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, late, incomplete, invalid, postage-due or illegible entries. Once entered into the contest, the entry ballots become the property of contest organizers. They will not be returned and no acknowledgement of receipt will be sent. Proof of submission or mailing will not be deemed as proof of receipt by Sponsor.
10. 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.
11. By accepting the prize, winners agree to release the Contest Sponsor and its respective affiliates, affiliated companies, suppliers, distributors, advertising or promotional agencies and prize suppliers, as well as the respective parent companies, as well as their administrators, managers, employees and respective representatives, suppliers of prizes, material and services connected with the contest (collectively the "Releasees") of all claims or legal action, including, but not limited to, injuries, death or damages caused to property or the loss of property as a result of participating in this contest or accepting, using or making careless use of a contest prize.
12. The Sponsor reserves 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 flow of this Contest, as determined by the Contest Sponsor at its sole discretion.
13. The Releasees will not be responsible for: (1) incorrect or inaccurate reproduction or capture of entry information, whether resulting from human error on the part of the participant, a printing error, or from any equipment or programming associated with or used in the Contest; (2) technical malfunctions of any nature whatsoever, including, but not limited to, the failure, interruption, transmission delays or disconnection of the networks or telephone lines or any other communication networks, or interruptions of the Internet service, equipment or network software; (3) unauthorized human intervention in any part of the Contest or processing of entry ballots; (4) technical or human errors that may occur in the administration of this Contest or the processing of entry ballots; (5) late, lost, misdirected, damaged or stolen ballots; or (6) bodily injuries or property damage or inconvenience resulting from direct or indirect participation in this contest, the downloading of material connected with this Contest by the participant or the acceptance, use or careless use of the prize. If for any reason whatsoever, an entry ballot is erased, lost, destroyed or corrupted by error, the only remedy available to participants will be that of obtaining a new entry ballot, unless another entry ballot cannot be provided due to the Contest or part of the Contest being cancelled, for any reason whatsoever. In that event, the Sponsor can, at its sole discretion, decide to hold a random draw from all the eligible entry ballots received at the date of cancellation for one or all prizes offered as part of the Contest. The number of prizes awarded will not exceed the number of prizes described in these contest rules. If for reasons of production, technique, malfunction or programming or for any other reason whatsoever, the number of prizes available or claimed exceeds the number of prizes described in the contest rules, the Contest Sponsor reserves the right to award only the number of prizes described by random draw from all legitimate, unallocated and eligible claims.

14. Uniprix Inc. duly paid the related contest fees to the *Régie des alcools, des courses et des jeux*, as required by all applicable laws.
15. 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
"See the Montreal Impact with your Family" Contest
5000 Métropolitain Blvd. East
Saint-Léonard, Québec H1S 3G7
16. A copy of these contest rules is available in Uniprix stores and on the Uniprix Website at www.uniprix.com under "Contests."
17. Should the French and English versions of these rules differ, the French version shall prevail.