

## **Enter our “Cirque 2010” Contest From January 28 to February 17, 2010**

### **Contest rules:**

1. To enter the “Cirque 2010” contest, simply pick up an entry ballot at the cash counter of a participating Uniprix store or in the January 28 to February 17, 2010 Uniprix flyer. Complete the ballot and drop it off in the contest box at any participating Uniprix location before noon on Wednesday, February 17, 2010. You can also enter by filling out the entry form at [www.uniprix.com](http://www.uniprix.com).
2. Manually or mechanically reproduced entries will not be accepted, nor will those completed using rubber stamps or self-addressed labels. One entry per person per DAY only. No purchase necessary.
3. This contest opens on Thursday, January 28, 2010 and closes on Wednesday, February 17, 2010 at noon. All the entry ballots received in Uniprix stores will be forwarded to the Uniprix head office. A draw for the following prizes will take place on Wednesday, March 17, 2010 at noon at the Uniprix head office, 5000 Métropolitain Blvd East in Saint-Léonard:

**Total approximate value: \$4,770**

### **Grand Prize**

1 Tapis Rouge™ VIP Experience (red carpet package) for 2 for the new Cirque du Soleil® show, Cirque 2010, in Montreal. Cirque 2010 is a temporary name. The show's real name will be revealed in April 2010. Tapis Rouge is the Cirque du Soleil's® ultimate VIP experience. The package includes an outstanding pre-show welcome in a truly splendid atmosphere. Only current Uniprix newsletter subscribers and those who sign up to the newsletter will be eligible for the Tapis Rouge VIP Experience.

### **Secondary prizes**

25 pairs of tickets to the new Cirque du Soleil show®, Cirque 2010. Cirque 2010 is a temporary name. The show's real name will be revealed in April 2010.

- 18 pairs of tickets to the show in Montreal from April 22 to July 22, 2010
- 7 pairs of tickets to the in Quebec City from July 29 to August 30, 2010

The selection of dates and locations will be at the discretion of the contest sponsor and the Cirque du Soleil and cannot be modified. Tickets will be randomly assigned to contest winners based on the tickets made available by the Cirque du Soleil.

### **Eligibility:**

1. The Grand Prize and the secondary prizes must be accepted as is and cannot be exchanged, transferred or substituted.
2. All entry ballots 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 ballots become the property of contest organizers.
3. This contest is open to all Québec residents, aged 18 years old and over, 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. Participants who enter online have the same odds of winning as those who complete the entry ballot from the flyer.

5. The winners will be notified by telephone within two (2) weeks of the drawing held at the Uniprix head office. For a chosen entry to be declared a winner, all contest conditions must be satisfied. If winners fail to claim their prizes before April 7, 2010, 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* (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 telephone by the Sponsors or their representatives at a mutually convenient time.
8. Complete and sign a declaration of compliance and release form and return it to Uniprix by the date indicated in the cover letter accompanying the form.
9. 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.
10. 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.
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. 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  
"Cirque 2010" Contest  
5000 Métropolitain Blvd. East  
Saint-Léonard, Quebec H1S 3G7
13. A copy of these contest rules is available in Uniprix stores and on the Uniprix Website at [www.uniprix.com](http://www.uniprix.com) under "Contests."
14. Should the French and English versions of these rules differ, the French version shall prevail.