

**“Participate in the Great Echosline Photo Mosaic Contest by Uniprix”
From August 1 to September 11, 2011**

Contest Rules

The “Participate in the Great Echosline Photo Mosaic Contest by Uniprix” is organized by Uniprix Inc. The contest runs online from August 1 to September 11, 2011.

1. DETAILED DESCRIPTION OF THE CONTEST

This contest is intended for fans of the official Uniprix Facebook page, with the exception of employees of Uniprix and its affiliated companies, employees of the Agence web Reptiletech, employees of Transcontinental Group and all persons residing at the same address as the above named.

To enter the contest, simply:

- Go to www.facebook.com/uniprix and click on the Mosaic page;
- Become a fan of the Uniprix Facebook page by click the “Like” button;
- Click on “Enter” to open entry ballot;
- Complete all the required fields of the entry ballot and download a photo of yourself with your new Echosline look (maximum 10 MB).

To increase your odds of winning, invite your friends to enter the contest!

- Refer one friend: Increase your chances of winning by 2
- Refer two friends: Increase your chances of winning by 4
- Refer three friends: Increase your chances of winning by 6
- Refer four friends: Increase your chances of winning by 8
- Refer five friends: Increase your chances of winning by 10

No purchase required. Limit of one (1) entry for the entire contest period, per email address. Only one (1) Facebook account per entrant.

2. PRIZES

One (1) prize will be awarded. The prize includes a one-year supply of Echosline hair colouring products and a gift certificate for one (1) day at the spa. The approximate total retail value is \$750.

3. WINNER SELECTION

The prize winner will be selected on September 12, 2011, at 12 p.m. from a random draw of all eligible entries. Winners will be notified by email or by phone and will receive their prize by mail within a reasonable time after the end of the contest.

The prize must be accepted as awarded and cannot be converted to cash or be transferred, sold or exchanged to another individual. Entries are subject to verification by the contest administrators. All fraudulent or incomplete entries will be rejected and will not be eligible. Decisions of the judges in this matter are final.

4. ELIGIBILITY

To be eligible for this contest, participants must be legal residents of Canada and be eighteen (18) years of age or older. By completing the online entry form, participants agree to the Official Uniprix Contest Rules. Entrants must complete the required fields so that Uniprix can communicate with them should they win. Unchecking the box to receive Uniprix offers by email does not affect your odds of winning.

Not eligible for this contest are Uniprix, its parent and affiliated companies, the Agence web Reptiletech, Transcontinental Group employees and persons residing at the same address.

5. GENERAL

Uniprix accepts no liability for online errors or printing errors on any materials distributed for this contest.

The answers and photos provided by participants become the property of Uniprix; by forwarding them to the company for the purpose of this contest, participants agree to have their answers, photos and names possibly used by the company for marketing and advertising purposes. In addition, Uniprix reserves the right not to post the answer and photos it deems ineligible.

By entering this contest, participants agree that they have not purchased Internet or telephone services for the purpose of entering this contest. Participants agree not to knowingly damage or cause interruption of the promotion and/or prevent others from utilizing the promotion, as prohibited by law.

Uniprix assumes no responsibility for any failure of the Facebook or Uniprix Websites during the promotion of this contest or for any problems or technical malfunction of computer online systems, servers, access providers, computer equipment, software, or email failure. Uniprix assumes no responsibility for lost, late, misdirected or ineligible entries or for any computer, online, human or technical malfunctions that may occur in the administration of the contest. If, for any reason, this contest cannot run as planned (including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other cause beyond the control of Uniprix or any act that corrupts or affects the administration, security, fairness, integrity or proper conduct of this contest), Uniprix reserves the right, at its absolute and sole discretion, to disqualify an individual and/or cancel, terminate, modify or suspend the contest.

Under no circumstances shall Uniprix be liable for any losses or damages from the use of or reliance on, the information or use of the Website. Uniprix makes no warranty or guarantee as to the content, accuracy, timelines or completeness of the information or that the information may be relied upon for any reason. Uniprix and its parents, affiliates, subsidiaries, and their respective officers, directors, employees, agents and representatives (collectively the "Entities") disclaim any and all representations and warranties, express or implied, in fact or in law, in connection with all prizes. By claiming a prize, winners agree to assume all risks and agree that the prize is awarded upon the condition that each of the Entities will have NO liability whatsoever for any injuries, losses, death or other damages of any kind caused by the prize or resulting from acceptance, possession, or use/misuse of the prize or from winner's participation in the Contest.

The prize cannot be substituted or transferred with Uniprix's authorization. Uniprix reserves the right to substitute the prize in the event that the prize described is unavailable due to circumstances beyond its control. In the event an equivalent substitution cannot be found, Uniprix reserves the right to offer a prize that is of lesser value than the original prize or to not award that portion of the prize altogether.

Odds of winning will be determined by the number of eligible entries received by the contest closing date.

Information Collection Practices. Personal information collected in conjunction with this contest will be used by Uniprix: (1) to administer the contest, including notification of winner and inclusion of winner's name on a publicly available winners' list and (2) for future advertising/marketing efforts of Uniprix. Uniprix will share personal information with its

personnel in connection with their duties in the contest. This contest is subject to Uniprix's privacy policy.

All expenses related to the awarding and use of the prizes including travel, surcharges, fees, taxes (federal, provincial, state and local), incidentals if any, are the sole responsibility of the winner. Uniprix denies any liability or responsibility in connection with any injuries, loss or damage of any kind arising out of this contest or the prize.

Any selected person who fails to meet the terms set forth in these rules will be disqualified, and could, at the sole discretion of Uniprix, be banned from all future Uniprix contests for a period determined by Uniprix, under our right to claim any damages that he could have been subjected to following the violation of these rules by said person. Should any of the winners be disqualified for any reason, alternate winners will be selected at the sole discretion of Uniprix.

This contest is sponsored by Uniprix Inc., 5000 Metropolitan East, Montreal (Saint-Léonard borough), Quebec, Canada. This contest is not sponsored, authorized or endorsed by Facebook or any of its affiliated companies. The "Facebook" name and logo are trademarks of Facebook Inc. and its affiliated companies.

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.