

“LUCKY PHOTO ENVELOPE” CONTEST

Contest Rules

August 4 to August 31, 2011

1. Air Canada Vacations, Universal Orlando Resort, Aeroplan, Les Pros de la photo and Uniprix are the sponsors of the contest (the “Sponsors”).
2. This contest is open only to Quebec and Ontario residents who have reached the age of majority, except employees, representatives and agents of the Sponsors or their respective affiliated companies (including Uniprix Inc. employees and all stores of the Uniprix network), and, if applicable, their respective advertising or promotional agencies, contest judges, contest prize suppliers, any other companies engaged in the development, production or distribution of materials for this contest, and members of the immediate families of, or persons domiciled with, any of the above.
3. To enter the “**Lucky Photo Envelope**” contest, simply have your photos processed (51 different prints or more) at a Uniprix sales location from **August 4 to August 31, 2011**.
4. The contest starts on August 4, 2011 and ends on August 31, 2011 at noon. **The random drawings will be conducted once a week at 1 p.m. during the 4 weeks of the contest, as follows:**
 - From August 4 to August 10 (1 winner)
 - From August 11 to August 17 (1 winner)
 - From August 18 to August 24 (1 winner)
 - From August 25 to August 31 (2 winners)
5. No purchase necessary to enter. You can enter the contest by sending a handwritten entry form containing your name, address, postal code, telephone numbers (day and evening) and an original (no photocopies) essay of a minimum of 100 words explaining why you should win this contest. By participating in this manner, you will receive by mail your photo envelope with the prize.

Uniprix
“Lucky Photo Envelope” Contest
5,000 Métropolitain Boulevard East
Montreal QC H1S 3G7
C/O: Susan Jasmin

6. Five grand prizes: Total value of \$23,279 + taxes

Five (5) winners will each be awarded a trip to Universal Orlando Resort in Florida for 4 people (2 adults, 2 children) each comprising of:

Six nights at the Universal Royal Pacific Hotel for 4 people (2 adults, 2 children) - \$400 per person

A 7-day pass to the Universal Orlando Resort Park for 4 people (2 adults, 2 children), express passes and park-to-park tickets – \$213.99 per person

Return airfare from Montreal to Orlando (direct flight) for 4 people (2 adults, 2 children) – \$550 per person

Secondary prizes: Total value of \$26,927

650 8 x 10 enlargements, a total value of \$2,594

500 12 x 18 enlargements, a total value of \$4,995

500 desk calendars, a total value of \$6,495

500 personalized coffee mugs, a total value of \$6,995

150 wall calendars, a total value of \$2,849

100 classic books, a total value of \$2,999

7. During the contest period – from August 4 to August 31, 2011 – every week, one representative from Uniprix and one representative from Les Pros de la photo will insert a prize at random in one of the lucky envelopes. A total of five people will each win one of the five grand prizes, which consists of the trip as described in Section 6 above.
8. To be declared a winner and claim a prize, a participant whose envelope was selected at random must be eligible under the contest eligibility criteria and official Contest Rules. In addition, the potential winner must:
- Be reached by telephone by the Sponsors or their representatives within 15 days following the random drawing of his or her envelope selected during the drawings held on the dates described in Section 4.
 - Accept the prize described in Section 6 above, and that this prize cannot be transferred, modified or surrendered for cash.
 - Correctly answer a mathematical skill-testing question, without assistance, to be administered by telephone by the Sponsors or their representatives at a mutually convenient time.
 - Complete and sign a Declaration of Compliance and Release and return it to Uniprix by the deadline indicated in the letter accompanying the form.
9. All prize claims are subject to verification of entrant eligibility and compliance with these Contest Rules. All selected entrants whose eligibility cannot be confirmed under these Contest Rules shall be disqualified. If a selected entrant cannot be reached within the 15-day period and if he/she does not respond or cannot comply with these Contest Rules 15 days after receipt of the selection notice, he/she will be disqualified and will lose the prize; the Sponsors can, at their sole and absolute discretion, select at random another eligible entrant and attempt to reach this entrant, who will also be subject to the same qualification rules.

- 10.** By participating in this contest, each entrant accepts and agrees to these Contest Rules. Winners authorize the contest Sponsors or their representatives to use their name and photograph for publicity purposes without further compensation.
- 11.** Any litigation regarding 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 regarding the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.
- 12.** Uniprix Inc. duly paid the related contest fees to the *Régie des alcools, des courses et des jeux*, as required by all applicable laws.
- 13.** The names of winners may be forwarded to any person who makes such a request and upon reception of a pre-stamped envelope. Requests must be forwarded to the attention of Susan Jasmin, 5,000 Métropolitain Blvd East, Montreal, QC H1S 3G7.
- 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.
- 15.** A copy of these Contest Rules can be found under the *Contests* section of the Uniprix website at www.uniprix.com and in Uniprix stores.