

“WIN A GOURMET SUPER BOWL FEAST COMPLIMENTS OF BOB LE CHEF” CONTEST
January 5, 2012 to January 22, 2012

Contest Rules

The “Win a Gourmet Super Bowl Feast Compliments of Bob le Chef” contest is organized by Uniprix Inc. (“Uniprix”). It runs on the Internet from January 5 to January 22, 2012 at 11:59 p.m.

1. DETAILED DESCRIPTION OF THE CONTEST

This contest is intended for fans of the Uniprix Facebook page, with the exception of employees of Uniprix and its affiliated companies, employees of the Reptiletech web agency and persons residing at the same address.

To enter the contest, simply:

- Go to www.facebook.com/uniprix and click on the Contest page.
- Become a Uniprix Facebook fan by clicking on the “Like” button.
- Click on “Participate” to complete the online registration form.
- Fill out all the required fields of the online registration form.
- Check off the box indicating that you have read the terms of participation of the contest and agree to be bound by these.
- (Optional) invite your Facebook and Twitter friends to enter the contest.

No purchase required. Limit of one entry per contest, per email address. Limit of only one Facebook account per entrant.

2. PRIZES

One (1) grand prize will be awarded. The grand prize includes a deluxe meal prepared in your own home by Bob le Chef for you and 11 of your friends, during the Super Bowl Game on February 5, 2012. This includes:

- Bob le Chef himself at the winner’s home accompanied by an assistant selected by the winner for a maximum period of five (5) hours;
- The meal, accessories (e.g. plates, glasses, utensils, pots and pans) and cleanup of the eating area. Alcohol and other beverages are not included;
- 12 copies of Bob’s cookbook *L’anarchie culinaire selon Bob* – tome 2 (1 for each guest).

The following conditions apply to the grand prize.

- The choice and quantity of food and accessories is at the discretion of the Contest Organizers.
- The dinner must take place on Super Bowl Sunday (February 5, 2012), otherwise the prize may be cancelled. Once the dinner plans have been made, they cannot be changed. The prize will be cancelled without compensation should the winner be unable to host the dinner according to the established dinner plans.
- Should the Contest Organizers, at their sole discretion, determine that it would be difficult or impossible to make it to the winner’s residence, they will award to the winner the cash value of the prize (\$1000) without further compensation.

- The winner can select the residence that will be used to host the dinner; it must be a private residence located within 500 km of Montreal. If the residence is located more than 500 km from Montreal, the cash value of the prize (\$1000) will be awarded to the winner without further compensation.
- If there are fewer than twelve (12) guests at the dinner, no further compensation will be awarded to the winner.
- During the planning of the dinner, the winner must inform the Contest Organizers of any guests with food allergies. The Chef will try to create a menu in accordance with the food allergies, at his sole discretion. Should this not be possible, the portion of the meal that cannot be provided will be cancelled, without further compensation.
- The winner is responsible for inquiring about any food allergies the dinner guests may have and sharing this information with the Chef before the dinner begins. The winner is also responsible for any indisposition any guest may incur as a result of a food allergy.
- If, while performing the services related to the prize, there occur any events, illegal acts or other situations that could compromise the delivery of the prize in a safe, professional manner, or in any other manner, the Chef can, at his sole discretion, decide to leave the premises without rendering his services. In such an event, the prize will be cancelled without further compensation.
- All dinner guests (and their parents/legal guardians in the case of minors) must complete, sign and return a Declaration of Compliance and Release Form (“Declaration Form”) three (3) days before the dinner, in accordance with the instructions given by the Contest Organizers, failing which guests will not be permitted to participate in the dinner.

Three (3) secondary prizes will awarded. Each prize includes (1) copy of Bob’s cookbook, *L’anarchie culinaire selon Bob – tome 2*. The following conditions apply to the secondary prizes:

- The cookbooks *L’anarchie culinaire selon Bob – tome 2* cannot be refunded or exchanged for cash.

The total approximate value of the prizes is \$1000.

Limit. One (1) prize per person per residence for the entire contest period.

3. WINNER SELECTION

The prize winners will be selected on January 23, 2012 at 9 a.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 draw.

If, within two (2) after the draw and after taking reasonable measures, the Contest Organizers are unable to reach the grand prize winner whose name was selected at random, the person will be disqualified and the Contest Organizers will select another entry ballot until a winner has been found.

4. ELIGIBILITY

To be eligible for this contest, participants must be legal residents of Canada and be eighteen (18) years of age or older. All applicable federal, provincial, and local laws and regulations apply to this contest. By completing the online entry form, participants agree to the Official Uniprix Contest Rules. Entrants must provide their name, civic address, date of birth, postal code, phone number and email address so that Uniprix can contact them in the event that they win. Un-checking the box to receive Uniprix offers by email will not reduce your chances of winning.

Not eligible for this contest are employees, agents and representatives of the Contest Organizers, all companies, corporations, trusts and other legal entities controlled by or related to them, employees of Uniprix and its affiliated, advertising and promotional agencies, suppliers of contest prizes, material and services related to the Contest, and members of their immediate families (brothers, sisters, children, father, mother), their legal or common-law spouses and all other persons with whom these employees, representatives and agents live.

5. GENERAL

No correspondence pertaining to this contest will be entered into except with potential winners. Uniprix accepts no liability for online errors or printing errors on any materials distributed for this contest.

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.

Subject to approval of the *Régie des alcools, des courses et des jeux du Québec*, if required, the Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this contest, in whole or in part, if any event or human intervention occurs that could corrupt or affect the administration, security, impartiality or conduct of the contest as set forth in these rules and regulations.

Uniprix assumes no responsibility for any failure of the Facebook Website or the Uniprix Website 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, Quebec, Canada. This contest is not sponsored, authorized or endorsed by Facebook or its affiliated companies. "Facebook" and the graphic representation of this word are trademarks of Facebook Inc. and of 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.