

“My Uniprix” CONTEST
January 26, 2012 to April 30, 2012

Contest Rules

The contest “My Uniprix” is organized by Uniprix Inc. The contest runs on the Internet from January 26, 2012 to April 30, 2012 at 11:59 p.m. and can only be accessed by cellular phone.

1. DETAILED DESCRIPTION OF THE CONTEST

You can only participate in this contest by cellular phone via the site monuniprix.com. Employees of Uniprix and its affiliated companies, employees of the Odacia agency and persons residing at the same address as these employees are not eligible to take part in this contest.

To enter the contest, simply:

- go to monuniprix.com using a cellular phone;
- click the “sign up” button to register;
- fill out the registration form;
- get ready for your first check-in from a Uniprix store or the Québec Winter Carnival. (You can only check in from the Québec Carnival between January 27, 2012 and February 12, 2012).

The goal of the contest is to accumulate as many points as possible in order to earn a spot among the top 100 users with the most check-ins. The winners will be picked at random from this list. The draws will take place once a month at 9 a.m. during the 3 months of the contest (see **2. PRIZES AND SELECTION OF THE WINNER** for details on these random drawings).

There are many ways to accumulate points:

- When you sign up at monuniprix.com, sharing this news on Facebook and/or Twitter gives you 5 points (5 points for Twitter and 5 points for Facebook). This can only be shared once.
- Check in from a Uniprix store by using your cellular phone to scan the QR code printed on the contest poster or by visiting monuniprix.com. You can check in from different Uniprix stores on the same day, but you cannot check in from the same Uniprix store more than once on the same day (24-hour period). Every check-in from a Uniprix store is worth 10 points.
- Check in from Uniprix’s Ice Slide at the Québec Carnival on the Plains of Abraham between January 27, 2012 and February 12, 2012 and use your cellular phone to scan the QR code printed at the Uniprix booth or by going to monuniprix.com. You can check in once from the Carnival in a 24-hour period. A check-in from Uniprix’s Ice Slide is worth 20 points.
- **BONUS POINTS:** A check-in from Uniprix’s Ice Slide followed by a check-in from a Uniprix store within 24 hours automatically gives you 50 extra points.
- After checking in (from a Uniprix store or Uniprix’s Ice Slide), you can share the news on Facebook or Twitter that you have just earned points by checking in from a Uniprix store. A check-in can only be shared once (if you check in several times on the same day, you can share every check-in). You earn 5 points every time you share (5 points for Twitter and 5 points for Facebook).
- It is also possible to share Uniprix’s weekly specials on Facebook and Twitter. This sharing gives you 5 points (5 points for Twitter and 5 points for Facebook) and the specials can be shared every day.

- Every time you check in, you have the chance to win a prize instantly (a \$20 Uniprix gift card). If you earn yourself the chance to win an instant prize, you will be able to share the news on Facebook and Twitter. Each sharing gives you 5 points (5 points for Twitter and 5 points for Facebook).

No purchase required. Limit of one entry per email address. Limit of one Facebook and one Twitter account per entrant.

2. PRIZES AND SELECTION OF THE WINNERS

Three (3) grand prizes will be awarded: total value of \$750.

Three (3) winners will each be awarded a \$250 Uniprix gift card.

Nine (9) prizes will be awarded: total value of \$450.

Nine (9) winners will each earn a \$50 Uniprix gift card.

The random drawings will take place at 9 a.m., once a month, during the 3 months of the contest, as follows:

From January 26 to February 29 (draw on March 1 at 9 a.m.)

From March 1 to March 31 (draw on April 2 at 9 a.m.)

From April 1 to April 30 (draw on May 1 at 9 a.m.)

Seventy-five (75) instant prizes will be awarded: total value of \$1,500.

Seventy-five (75) winners will each be awarded a \$20 Uniprix gift card.

With every check in, participants have the chance to win an instant prize (a \$20 Uniprix gift card). There are twenty-five (25) instant prizes to be won per month to be distributed to participants holding the following positions in the ranking: 5th – 25th – 35th, and the rest of the sequence as follows: 50th – 70th – 80th – 100th – 120th – 140th – 150th – 200th – 300th – 400th – 500th – 600th – 700th – 800th – 900th – 1000th.

The sequence corresponds to the number of check-ins of all participants. If all the values of the sequence are not attained during the contest period, the instant prizes will not be awarded.

Winners who obtain the grand prizes or secondary prizes will be selected at random from all eligible registration forms. Winners will be notified by email or telephone and their prize will be mailed to them within a reasonable time after the draw.

Immediately after checking in, winners of the instant prizes will be notified on their cellular phones. Within a few days, a Uniprix representative will contact them and they will receive their prize by mail within a reasonable time after the draw.

To be declared a winner and claim a prize, a participant 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 5 business days of the random drawing of their entry ballot selected on the above-mentioned dates;
- Accept the prize as described above and agree that this prize cannot be transferred modified or surrendered for cash.

If, within five (5) days of the draw and after taking reasonable measures, the contest organizers are unable to reach the person selected at random, he or she will be disqualified and the organizers will select another entry ballot until a winner is found.

All 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.

3. ELIGIBILITY, REGISTRATION AND TERMS OF USE

To be eligible for this contest, participants must be legal residents of Québec or Ontario and be eighteen (18) years of age or older. By completing the online registration form, participants agree to the Official Contest Rules. Entrants must provide their first name, phone number and email address so that Uniprix can contact them should they win.

Not eligible for this contest are employees of Uniprix, its affiliates, those of the Odacia agency and persons residing at the same address as these employees.

You can browse the monuniprix.com site and view the content without signing up for the contest. However, to be eligible for the contest and do check-ins, you must register, declare and guarantee that the information you provide on monuniprix.com is accurate and complete (including, but not limited to, your name (“User Name”), your email address and the password you will use to access the site) and undertake to keep your registration information up to date. Failure to comply with these provisions represents a violation of the Terms of Use and can lead to the immediate cancellation of your account on monuniprix.com.

You must not:

- provide erroneous personal information or create an account for a third party without the authorization of that third party;
- choose the User Name of another person with the intent to impersonate him or her;
- use a User Name or a monuniprix account that is subject to the rights of a third party without the appropriate authorization from this third party; or
- choose a User Name which is injurious, vulgar, obscene or illegal in any way.

Uniprix reserves the right to refuse or cancel a User Name at its sole discretion. You alone are responsible for all the activities that occur under your account. You are responsible for protecting the confidentiality of your password. You cannot use another person’s account without that person’s explicit authorization. In the event of non-authorized use of your account, notify Uniprix immediately.

Uniprix can, at its sole discretion, refuse any person or entity access to the monuniprix.com site or modify its eligibility criteria at any time. You are solely responsible for ensuring that these Terms of Use are in compliance with all laws, rules and regulations applicable to you. Access to monuniprix.com will be revoked where these Terms of Use are prohibited and, in such circumstances, you agree not to use or access the monuniprix.com site in any way.

4. 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, the winners authorize the organizers to use their name, likeness, prize statement, place of residence and/or voice for publicity purposes, if required, without remuneration other than the prize itself.

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 monuniprix.com site 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 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 posted on the monuniprix.com site or on the Uniprix Website, uniprix.com, or on any other Website connected to this contest. Uniprix makes no warranty or guarantee as to the content, accuracy, timeliness or completeness of the information or that the information may be relied upon for any reason. Uniprix shall not be held responsible for any Internet user fees or connection fees charged by a cellular phone company to participate in this contest, or for any other related fees.

The prize cannot be substituted or transferred without 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 that 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.

Uniprix denies any liability or responsibility in connection with any injuries, loss or damage of any kind arising out of this contest.

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 its right to claim any damages that it 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 Métropolitain Blvd East, Montréal, Québec, Canada.

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.

The names of winners can be forwarded to any person who makes such a request upon reception of a pre-stamped envelope. Requests should be forwarded to Susan Jasmin, 5000 Métropolitain Blvd East, Montréal, Québec H1S 3G7.

A copy of these Contest Rules is available under the Contests section of the Uniprix Website at www.uniprix.com for a period of 6 months following the date of the last draw.