

**“SMOKE-FREE FAMILY”
CONTEST**

Contest Rules

February 2, 2012 to February 29, 2012

1. Uniprix is the sponsors of the Contest (the “Sponsor”).
2. This Contest is open only to residents of Quebec and Ontario who have reached the age of majority, except employees, representatives and agents of the Sponsors or their respective affiliated companies (including employees of Uniprix Inc. 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.

To enter the “**Smoke-Free Family**” Contest, simply purchase an eligible product as identified (from the Listerine product line or the Johnson & Johnson baby care line) at Uniprix between February 2, 2012 and February 29, 2012. Complete the entry ballot available in stores, attach a copy of your receipt and drop them off in the contest box. No limit on entries.

3. The Contest starts on February 2, 2012 and ends on February 29, 2012 at 11:59 p.m. The random drawing will take place on March 21, 2012 at 11 a.m. at the Uniprix head office.

No purchase necessary to enter. You can enter the Contest by sending a 50-word letter to the address below explaining why you should win this Contest. The letter should contain your name, address, postal code and telephone numbers (day and evening).

**Uniprix c/o: Isabelle Paquette
“Smoke-Free Family” Contest
5,000 Métropolitain Blvd East
Montreal, Quebec H1S 3G7**

4. **One grand prize: A total approximate value of \$10,000**

An 8-night cruise to the Bahamas for a family of 4 (2 adults and 2 children) on board the Disney Magic ship, departing from New York. The prize includes return airfare from Montreal or Quebec City to New York, ground transportation, an 8-day cruise package featuring a room with ocean view (based on availability), all shipboard meals and a full day of activities at the Walt Disney World amusement park in Orlando. The prize does not include travel insurance, alcohol, purchases of souvenirs, meals outside the ship, tips and any additional activities on land. Uniprix will pay for travel expenses up to a maximum of

\$10,000 for travel on the date selected by the winner. **The trip must be taken by the winner between April 1, 2012 and March 31, 2013.** The winner is responsible for contacting the Mouse Voyages Travel agency to make reservations with a representative.

5. **Selection of the winner**

On March 21, 2012 at 11 a.m., the winner will be selected by random draw from all eligible entry ballots. The winner will be notified by email or telephone. To claim the prize, the winner will be required to contact a representative from the Mouse Voyages Travel agency to reserve the trip. The prize must be accepted as is and cannot be transferred or exchanged for cash. Entry ballots are subject to verification by the Contest Organizers. All fraudulent or incomplete entry ballots will be rejected and will not be eligible to win. Decisions of the judges in this matter are final.

6. 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:

- a. Be reached by telephone by the Sponsors or their representatives within five (5) days of the random drawing of their entry ballot selected on the date mentioned above in Section 5.
- b. Accept the prize described in Section 4 above, and agree that this prize cannot be transferred, modified or surrendered for cash.
- c. 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.
- d. 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.

7. 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 5-day period and if he/she does not respond or cannot comply with these Contest Rules 5 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.

8. 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/or photograph for publicity purposes without further compensation.

9. 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.

10. Uniprix Inc. has duly paid the related contest fees to the *Régie des alcools, des courses et des jeux*, as required by all applicable laws.
11. The names of winners may be forwarded to any person who makes such a request upon receipt of a pre-stamped envelope. Requests must be forwarded to the attention of Susan Jasmin, 5,000 Métropolitain Blvd East, Montreal, QC H1S 3G7.
12. 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.
13. A copy of these Contest Rules can be found under the *Contests* section of the Uniprix website at www.uniprix.com and in stores at the back of the contest box.