

The Uniprix " 2012 Montreal Fashion Week Contest " (the "Contest")

1. **HOW TO ENTER:** The "2012 Montreal Fashion Week Contest " (the "Contest") is sponsored by Uniprix (the "Contest Sponsor"). The contest begins on December 29, 2011 at 8 AM EST and ends on January 18, 2012 at 12 PM EST (the "Contest Period"). To enter the draw, simply have your Uniprix Beauty Card scanned when you purchase a Procter & Gamble product (participating products: any Pantene and any Cover Girl product) from December 29, 2011 to January 18, 2012 at a Uniprix sales location in Ontario and Quebec. Your name will be automatically entered electronically. You can also enter the contest at Uniprix sales locations that do not offer the Uniprix Beauty Card by completing an entry ballot in store and attaching a copy of your receipt. **This Contest is open to only residents of the Province of Quebec and Ontario**, who have reached the age of majority in the province in which they reside as of the last day of the month prior to the date of entry. Limit one entry per person or mailing address per day. In the event it is discovered that you submitted more than one entry, all additional/duplicate entries will be disqualified.

No purchase entry. If you wish to enter the Contest without purchasing a participating product you can enter the Contest by sending to(see address below) a hand-drawn entry form on a plain piece of paper containing your name, address, postal code, telephone numbers (day and evening) and an original typed (no photocopies) essay of a minimum of 50 words explaining why you wish to attend the 2012 Montreal Fashion week and mail to the address provided below No part of the mail-in may be reproduced by any mechanical means whatsoever. The mail-in entry must completely contain all information as indicated above. Each mail-in entry must be sent separately, bearing sufficient postage, and received no later than January 18, 2012. Uniprix and its Sponsors will not be responsible for any entries that may be delayed, lost, stolen, illegible, falsified, destroyed or mis-directed or that have insufficient or inaccurate data.

Uniprix
"2012 Montreal Fashion Week" Contest
5,000 Métropolitain Blvd East
Montreal, Quebec H1S 3G7
c/o: Susan Jasmin

Sponsors: Procter & Gamble, Inc., Le Westin Montreal and Uniprix Administrator: Uniprix Administrator's computer is the official time-keeping device for the Contest.

2. Contest closes January 18, 2012.
3. **ELIGIBILITY:** Employees of Procter & Gamble Inc. Uniprix and Le Westin Montreal, their advertising and promotional agencies, or parties engaged in the development, production and distribution of materials related to this Contest, and members of their immediate families and/or persons living in the same household, are not eligible to enter.
4. **Prizes and awarding of prizes:** There will be 9 prizes awarded with a total approximate retail value of \$1,700.00 Cdn., consisting of the following:

Grand Prize:

There will be 4 grand prizes:

Each Grand Prize will include the following package:

1. Two (2) passes to attend a VIP evening during 2012 Montreal Fashion Week held at Marché Bonsecours situated at 350 St-Paul East, Montreal, Quebec.

(Each Grand Prize winner may choose to attend the VIP evening on either February 7, 2012 or on February 8, 2012. Prize does not include transportation to and from Montreal Fashion Week, at Marché Bonsecours, 350 St-Paul east, Montreal.)

2. Admission and tickets for the winner and a guest to two (2) fashion shows to be held on the evening of either February 7, 2012 or February 8, 2012.
3. Complimentary lipstick and mascara touch ups by professional make-up artists for winner & a guest available at the winners convenience during the evening of either February 7, 2012 or February 8, 2012, at the official Covergirl beauty bar, in the cocktail room of Montreal Fashion Week
4. Winner and guest will receive access to the P&G Beauty & Grooming VIP Lounge within the cocktail room of Montreal Fashion Week, held at Marché Bonsecours, situated at 350 St-Paul East, Montreal, Quebec. upon giving full name at the entrance of the VIP lounge. Each winner and his (her) guest will be granted one visit to restricted backstage area, to see the make-up artists and hair stylists team preparing models for runway shows. The visit will be held during the evening of the shows they are attending, with a host from Procter & Gamble Inc. at a pre-determined time to be mutually agreed to with winners once the final schedule is made available
5. 1 night at the Montréal Westin Hotel as follows:
 - Double occupancy
 - Standard room
 - Accommodation onlyFor the winner who receives the pair of passes to the VIP Fashion Week evening event of February 7, 2012, the room reservation will be valid for the night of February 7, 2012. For the winner who receives the pair of passes to the VIP Fashion Week evening event of February 8, 2012, the room reservation will be valid for the night of February 8, 2012.
6. Dinner at the GaZette restaurant, located in Montreal Quebec. Each winner will receive a \$150 gift certificate which includes taxes and tips redeemable at the restaurant. Gift certificate expires November 1st 2012.

Secondary Prize:

There will be 5 Secondary Prizes consisting of a beauty gift basket containing the items listed below:

- **Pantene Pro-V Colour Hair Solutions Colour Preserve Shine Shampoo 375ML**
- **Pantene Pro V Classic Care Shampoo 375ML**
- **Olay Quench Daily Lotion (350ML)**
- **Venus Embrace Razor**
- **CoverGirl Lash Blast Luxe Mascara BLKPLTINUM**
- **CoverGirl Natureluxe Silk Foundation BAMBOO Liquid 30ML**
- **Olay Regenerist Micro-Sculpting Cream 50ml**

- **Pantene Medium Thick Hair Style Smooth Definition Gel**
- **Nice n Easy Frost & Tip Original**
- **CoverGirl Lip Perfection Lip Color BEWITCH**

Winners of all prizes are not entitled to any monetary difference between the actual prize and the stated approximate prize value, if any.

Prize(s) must be accepted as awarded, has no cash equivalent and is not transferable or refundable except in Contest Sponsor's sole discretion. The odds of winning will be determined by the total number of eligible mail-in and electronic entries received by the contest closing date. The Contest Sponsor reserves the right to substitute prize(s) of equal or greater value in the event that the prize(s) described is unavailable due to circumstances beyond their control.

By accepting prize, winner agrees to hold Sponsors, their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or use or redemption of any prize.

6. **THE SELECTION PROCESS:** Winner(s) will be selected by random draw from amongst all eligible entries received by the contest closing date. The draw will be held in Montreal, Quebec at 11 :00 AM EST on January 27, 2012 at the Uniprix head office located at 5000 Metropolitan E. Blvd., Montreal, Quebec, H1S 3G7. Before being declared a winner, the selected entrant will be notified by telephone, email or mail. In order to be declared a winner, selected entrant must first complete a written Contest Declaration & Release form confirming compliance with the Contest rules and correctly answer, unaided, a mathematical, time-limited, skill testing question to be administered by telephone, mail or email. In the event that a selected entrant cannot be reached with five (5) business days of the relevant draw date or otherwise does not meet all Contest conditions, all rights to the prize will be forfeited and an alternate winner will be selected from among all eligible entries received, time permitting. Unclaimed prizes will not be awarded. No correspondence pertaining to this Contest will be entered into except with potential winner(s).

Grand Prize:

First, on January 27, 2012, a random pre-drawing will be held to select 1 percent of entry ballots from all eligible entries received via the Beauty Card and 1 percent of all eligible entry ballots received in store at Uniprix sales locations as well as hand-drawn entry forms.

Secondly, four (4) random draws will then be held from the finalists drawn at random during the pre-drawing and the four (4) selected entrants will each win the package described in these contest rules.

Secondary Prize:

There will be five (5) winners of the secondary prizes whose names will then be drawn from the remaining finalists selected during the pre-drawing. **To be eligible to win a Secondary Prize, entrants must be a Uniprix Newsletter Subscriber prior to December 29, 2011, the start date of this Contest.**

7. **RELEASE:** All decisions of the Contest Sponsor are final and binding in all aspects. Prize will be awarded and delivered to the confirmed winner by the handling house. Potential winner will be required to release the Contest Sponsor, its agencies and representatives from liability with respect to the contest and the prize. A

Contest Declaration & Release Form must be executed. In the event of non-compliance with Official Rules, if a potential winner is deemed ineligible, declines prize or fails to return Release within the time period specified, or Release, prize and/or prize notification is returned as undeliverable or does not meet all Contest conditions, prize will be forfeited and an alternate winner may be selected from among all remaining eligible entries received, time permitting.

8. **PUBLICITY:** By entering this Contest, winner agrees to be governed by these rules, and, if requested, agrees to have his/her name and address (city and province only) in a winners list. Winner further agrees to allow the Contest Sponsor to use his/her name, address (city and province only), submissions and photograph without compensation for advertising or other purposes worldwide, in any and all media now known or hereafter devised, including the Internet, without compensation related to this Contest.

9. **GENERAL:** All entries become the property of Uniprix. The Contest Sponsor accepts no liability for printing errors on material distributed for this Contest nor will any responsibility be taken for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by the Contest Sponsor, users or by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit a participant's ability to participate in the Contest. Contest Sponsor reserves the right, in its sole discretion, to cancel or suspend this promotion should a virus, bug, computer problem, unauthorized human intervention or other cause beyond Contest Sponsor's control, corrupt the administration, security, fairness or proper play of the Contest. In the event of early termination of the Contest, a notice will be posted on-line and a random drawing to award all prizes will be conducted from among all eligible entries received prior to the time of termination. Contest Sponsor reserves the right to modify the Contest or disqualify entrant if fraud, misconduct or technical failures destroy the integrity of the contest as determined by the Contest Sponsor, in its sole discretion. In the event of a dispute regarding any entry, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e. the person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domains associated with the submitted e-mail address).

10. This Contest is subject to all applicable federal, provincial, municipal and local laws and regulations.

11. **GOVERNING LAW:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this contest or any prize awarded shall be resolved individually, without resort to any form of class action; and (2) any and all claims, judgments and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Contest, but in no event lawyer's fees. Entrant agrees that under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Province of Ontario, without giving effect to any choice of law or conflict of law rules (whether of the Province of Ontario or any other jurisdiction), which would cause the application of laws of any jurisdiction other than the Province of Ontario.

12. **QUEBEC RESIDENTS ONLY:** For Québec residents, any litigation respecting 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 respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

13. Uniprix Inc. has duly paid the related fees to the Régie des alcools, des courses et des jeux, as required by all applicable laws

14. 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.

15. 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.

16. WINNER LIST : A list of winners can be obtained by sending a self-addressed, stamped envelope before Feb 17th, 2012 to "2012 Montreal Fashion Week" Contest, Susan Jasmin, 5 000 Métropolitain Blvd East, Montréal, Quebec, H1S 3G7.