

**“SCRATCH AND WIN”
CONTEST**

Contest Rules

July 1, 2014 to October 31, 2014

- 1.** Les Pros de la photo and Uniprix are the sponsors of this 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 **“Scratch and Win”** contest, simply obtain one of the 20,000 scratch cards at a Uniprix-sponsored event from July 1, 2014 to October 31, 2014 at 11:59 p.m. Uniprix ambassadors (selected by Uniprix) will hand out the scratch cards at random to participants at the following events: Montreal Impact matches (selected at random in the 2014 season calendar), private practice of the Montreal Impact (September 21, 2014), Rogers Cup presented by National Bank (August 1, 2014 to August 11, 2014), Montreal Alouettes match at McGill Stadium (September 7, 2014) and any other event where the Uniprix brigade will be making a stop between July 1, 2014 and October 31, 2014. Limit: one (1) scratch card per participant per day. To play, carefully scratch the scratch panel during the Promotion Period. Participants will automatically win one of the prizes listed in section 4 below, which is also indicated on the card. Every card is a winner.

4. Total retail value of prizes: \$57,000

3 prints (4" X 6") at the express booth: \$20,400
8" X 8", 8" X 10" or 10" X 12" enlargements: \$1,995
8" X 10" photo magnet: \$2,697
5" X 7" photo magnet: \$3,594
Pocket photobook: \$3,897
Soft cover photobook: \$5,997
Portfolio print package: \$3,998
Poster-size magnetic calendar 11" X 14": \$3,598
Protective shell for iPhone or Samsung: \$3,998
11 oz photo mug: \$2,228
Photo puzzle: \$2,998
Photo t-shirt: \$1,599

5. Odds of winning:

3 prints (4" X 6") at the express booth: 1 in 1.18
8" X 8", 8" X 10" or 10" X 12" enlargements: 1 in 40
8" X 10" photo magnet: 1 in 66.7
5" X 7" photo magnet: 1 in 33.3
Pocket photobook: 1 in 66.7
Soft cover photobook: 1 in 66.7
Portfolio print package: 1 in 100
Poster-size magnetic calendar 11" X 14": 1 in 100
Protective shell for iPhone or Samsung: 1 in 100
11 oz photo mug: 1 in 133
Photo puzzle: 1 in 133
Photo t-shirt: 1 in 200

6. How to claim your prize:

Here are the instructions to claim a prize:

PRIZES: 8" X 8", 8" X 10", 8" X 12" enlargements, 8" X 10" photo magnet, 5" X 7" photo magnet, pocket photobook, soft cover photobook, portfolio print package, 11" X 14" poster-size magnetic calendar, iPhone or Samsung protective shell, 11 oz. photo mug, photo puzzle or photo t-shirt.

FOLLOW THESE INSTRUCTIONS:

- Go to uniprix.com.
- Click the "Photo" tab.
- Select the product category corresponding to the prize you have won.
- Order the item.
- When you reach the shopping cart page, enter the promotional code in the box indicated (you will find this code on your scratch card in the scratch-off box).

For the photobooks, additional pages will be charged at the regular rate.

Offer lasts until October 31, 2014. Only applies to online orders at uniprix.com.

Only one promotional code per person, per transaction. Cannot be combined with any other offer.

PRIZE: 3 prints (4" X 6") at the in-store express booth

Follow these instructions:

- Go to a participating Uniprix store.
- Process 3 prints (4" X 6") at the 12-second express booth, free of charge.
- Select "**IN-STORE PRINTING.**"
- Show your winning scratch card at the cash.

Offer lasts until October 31, 2014.

Only one promotional code per person, per transaction. Cannot be combined with any other offer.

Unclaimed prizes will not be awarded. The Sponsors cannot be held responsible for any prizes that remain unclaimed after October 31, 2014.

- 7.** Prizes cannot be transferred or exchanged and must be accepted as awarded. Prizes cannot be substituted, except at the sole discretion of the Sponsors, who reserve the right to replace a prize (or a portion of a prize) with another prize of similar or greater value. All applicable taxes associated with prize acceptance are the responsibility of the respective winners. All other fees will also be the responsibility of the respective prize winners.
- 8.** 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. Participants assume all liability and release and discharge the Promotion Entities from any and all liabilities whatsoever, including injury, loss or damages caused or claimed to be caused by participating in this Promotion or by redeeming or using any prize connected to this Promotion. Scratch cards that are illegible, damaged, altered, duplicated, counterfeit, cut or torn and those that have been tampered with, contain printing, typographical or other errors, have been distributed where prohibited by law or not obtained through legitimate channels will be considered null and void. In the event of a printing, typographical, transmission or human error leading to the claiming of more prizes in a category than the number of prizes described in these official rules for that category, the Sponsors reserve the right to hold a random draw among all eligible participants having claimed but not received a prize in order to award the remaining prizes in the category in question. Prizes will cease to be awarded if the Sponsors discover an error in the number of prizes. Under no circumstances will the Sponsors be under any obligation to award more prizes than the number indicated for the prize category in question. The Sponsors will not be responsible for lost, misdirected, misplaced, late or destroyed entries or disqualified claims for any reason whatsoever, including but not limited to, negligence, gross negligence, malicious misconduct or other. All participants will take the necessary measures to avoid such occurrences and assume all consequences in this respect.
- 9.** All non-original scratch cards and those obtained from unauthorized sources will be declared null and void at the Sponsors' sole discretion, as is the case for scratch card which are illegible, mutilated, altered, reproduced, stolen, counterfeit, forged, irregular and which do not bear the appropriate markings or which contain printing, production or other errors of any kind.
- 10.** Any attempt by a participant or other person to undermine the legitimate operation of this Promotion, including but not limited to any fraudulent claims, represents a violation of criminal and civil laws. In the event of such an attempt, the Sponsors reserve the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Participants engaging in any of the above-mentioned activities may be disqualified and will forfeit any prize(s) won.
- 11.** In the event of a printing or production error, the Sponsors' responsibility will be limited to replacing the scratch card, while supplies last.
- 12.** 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.
- 13.** 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.

- 14.** The Sponsors reserve the right to modify the conditions of the Promotion or cancel it at any time without notice. More specifically, the Sponsors reserve the right at their sole discretion to cancel, modify or suspend the Promotion at any time (subject to approval by the Régie des alcools, des courses et des jeux au Québec, the “Régie”) in the event of fraud, or any error or cause compromising the administration, safety, integrity and proper functioning of the Promotion.
- 15.** 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.
- 16.** Since the prizes awarded as part of this contest are instant prizes, the names of the winners cannot be known.
- 17.** 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.
- 18.** A copy of these contest rules will be available under the Contests section of the Uniprix Website at www.uniprix.com for a period of six months following the contest end date.