

**CONTEST**  
***Exclusive MAYBELLINE-ESSIE week***

**Participation rules from October 31<sup>th</sup>, 2019 at 9:00 p.m., to November 6<sup>th</sup>, 2019 at 11:59 p.m. (EST). All times referenced in these rules refer to Eastern standard time (EST).**

1. The contest sponsor is Uniprix, a division of the Pharmessor Group Corporation (hereinafter the "Sponsor" or "Uniprix") and the prize provider is MAYBELLINE and ESSIE (hereinafter the "Prize Supplier"), a division of Groupe L'ORÉAL (hereinafter the "Prize Supplier" or "MAYBELLINE" or "ESSIE").
2. This contest is only open to residents of Quebec who have reached the age of majority, with the exception of employees, representatives and agents of the Sponsor and the Prize Supplier, or their respective affiliated companies (including employees of the Sponsor and the Prize Supplier and all Uniprix stores) and, where applicable, their respective advertising and promotion agencies, contest judges (where applicable), other contest prize suppliers, any other enterprise involved in the development, production or distribution of materials for this contest, and the immediate family members of the above-mentioned persons or persons residing with one of the above-mentioned persons.
3. There are two (2) ways to enter the **MAYBELLINE-ESSIE WEEK** contest.
  - a) **Purchase required to participate.** Simply purchase 2 MAYBELLINE OR ESSIE eligible products at participating Uniprix stores and present your CARTE PRIVILÈGE BEAUTÉ or MA CARTE fidelity card, from October 31<sup>st</sup> to November 6<sup>th</sup>, 2019. The consumer will automatically be subscribed to the contest by the Uniprix system with the phone number attached to their fidelity card. Maximum of one participation per person per store during the contest.
  - b) **No purchase required for participation.** Simply send (to the address below) a hand-written Record of Participation that includes your first and last names, address, postal code, telephone numbers (day and evening), as well as an original (non-photocopied) brief explanation of at least 50 words on why you should win this contest. Only one participation is allowed during the contest.

**Uniprix**  
**Exclusif MAYBELLINE-ESSIE week**  
5000 Metropolitain Blvd. East  
Montréal, QC H1S 3G7  
c/o: Thida Taing

4. This contest begins on October 31<sup>st</sup>, 2019 and ends on November 6<sup>th</sup>, 2019 at 11:59 p.m. The draw will be held on Friday November 15<sup>th</sup>, 2019 at 1:00 p.m. at Uniprix's headquarters. The winner will be contacted by telephone and must meet the eligibility criteria specified in paragraph 7 below. The winner's name will also be posted on Uniprix's website (Uniprix.com).
5. The odds that a participant's Record of Participation is selected at random depend on the number of records of participation registered and received in accordance with paragraph 3 above.
6. The prize consist of :

**MAYBELLINE AND ESSIE gift basket worth \$750. The gift basket will be prepared at the Uniprix head office and will be sent at the winner's home address.**

7. By entering the contest, you agree to accept the prize as described in point 6, which cannot be transferred, modified or exchanged for money or any other good or service. The selection of the prize during the contest is final and cannot be changed later. NO SUBSTITUTION OF PRIZES IS PERMITTED EXCEPT AT THE DISCRETION OF THE SPONSOR OR PRICING SUPPLIER. THE SPONSOR AND THE SUPPLIER OF THE PRIZE RESERVE THE RIGHT TO REPLACE ANY PRICE BY AN EQUIVALENT OR HIGHER PRICE IF, FOR ANY REASON, ANY PRICE CAN BE GRANTED AS DESCRIBED. PRICES ARE NOT TRANSFERABLE OR MONNAYABLE IN WHOLE OR IN PART.
8. In order to be declared the winners and claim the prize, any person whose name was randomly selected, in addition to complying with the eligibility criteria and the contest's official rules, must:
  - a. Have been contacted by telephone or by email by the Sponsor, the Prize Supplier or their representatives within ten (10) days of the random selection of his or her participation form, held on the date mentioned above in point 4.
  - b. Have accepted the prize, as described in point 7, which cannot be transferred, modified or exchanged for a sum of money.
  - c. Be able to give the correct answer, without help and within a limited time, a mathematical skill-testing question, which will be asked by phone by the sponsor' representative at a mutually convenient time.
  - d. Have filled out and signed a declaration and waiver of liability form and returned it to Uniprix within the time frame stated in the letter accompanying the form.
  - e. Have completed and signed, if required, a consent form authorizing the contest organizers or their agents to use his/her name and/or photograph for promotional purposes, without remuneration, and said consent form must have been returned to Uniprix within the time frame indicated in the letter accompanying the form.
9. The awarding of a prize is subject to eligibility verification and compliance with these rules. Any selected participant whose eligibility, by virtue of these rules, cannot be confirmed will be disqualified. If a selected participant cannot be reached within the deadline of ten (10) days, and if he/she does not reply or is unable to comply with these rules within ten (10) days of being notified of his/her selection, he/she will be disqualified and will forfeit the prize. The Sponsor may, at its sole discretion, draw another eligible participant, whom it will attempt to contact and who, in turn, will be subject to the same qualification rules.

The name of the prize winner may be mailed to any person who requests it by enclosing a stamped envelope. Requests must be sent to Uniprix / Maybelline-Essie / 5000 Weekly Contest, boul. Metropolitan East, Montreal, Quebec H1S 3G7 - Attention: Marketing Service

- 10.** In the case of any discrepancy between the English and French version of these rules, the rules in the French language will prevail. In the event of any discrepancy between the printed version of these rules and the version available online on the Uniprix site, the rules available on the Uniprix.com website will prevail.
- 11.** The contest rules will be available in the Contest section of the [www.uniprix.com](http://www.uniprix.com) website for six (6) months following the draw date.
- 12.** By entering or attempting to participate in this Contest, any person releases the Sponsor, the Prize Provider, any company, company, trust or other legal entity controlled by or related to any of them from any liability, their advertising and promotional agencies, their employees, representatives and agents and any other person directly or indirectly involved in this contest (the "Recipients") with respect to the malfunction of any computer component, software or line of communication, in relation to the loss or absence of network communication or any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network and may limit the opportunity for any person to participate in the contest or to prevent. Recipients also assume no liability for any damage or loss that may be caused, directly or indirectly, in whole or in part, by downloading any web page or any software, and by transmitting any information for participation in the competition. Without limiting the generality of the foregoing, the Contestants in no way guarantee that the uniprix.com site, as well as any other site linked to the contest, if any, will be accessible or functional without interruption during the contest period or that it will be free from any error.
- 13.** By participating or attempting to participate in the contest, participants release the beneficiaries from the liability of any damage they may suffer and permanently waive any right to claim compensation from the beneficiaries or to bring any action against the beneficiaries or invoke any cause of action of any kind whatsoever, in connection with: (i) their participation or attempted participation in the contest; (ii) any interruption or malfunction of postal services that could delay or prevent the delivery of the prize once shipped by the prize supplier; or (iii) the acceptance or use of their prize.
- 14.** The name of the winners of the grand prizes may be sent by post to any person who so requests and includes a stamped, self-addressed envelope. Requests must be addressed to the attention of Thida Taing at 5000, boul. Métropolitain Est, Montréal (Québec) H1S 3G7
- 15.** By participating in this contest, the participant selected for the prize releases the Sponsor, the Prize Supplier and their employees, representatives and agents, or their respective affiliated companies (including all Uniprix stores) and, where applicable, their respective advertising and promotion agencies, contest judges (where applicable), other contest prize suppliers, any other enterprise involved in the development, production or distribution of materials for this contest, from any damages that he/she may incur due to his/her participation in the contest, acceptance of the prize and use of the prize.

- 16.** Groupe L'ORÉAL, its divisions, subsidiaries and affiliated companies are not involved in any manner whatsoever in the management or administration of this contest
- 17.** Uniprix, its divisions, subsidiaries and affiliated companies are not involved in any manner whatsoever in the awarding of the prize for this contest.
- 18.** Any dispute regarding the organization or conduct of a promotional contest may be submitted to the Régie des alcools, des courses et des jeux [Quebec alcohol, racing and gaming control commission], (hereinafter the "Régie") in order for it to be resolved. Any dispute regarding the awarding of a prize may be submitted to the Régie only for the purposes of an intervention to attempt to resolve it.

## ANNEXE A

Participating Uniprix stores at the Exclusif MAYBELLINE-ESSIE week contest

Address	City	Cd Post	Phone
277, boul. Saint-Jean	Pointe-Claire	H9R 3J1	514 695-1122
385, boul. Sainte-Madeleine	Trois-Rivières	G8T 3M6	819 376-6333
7777, boul. Guillaume-Couture	Lévis	G6V 6Z1	418 835-6666
701, boul. Thibeau	Trois-Rivières	G8T 7A2	819 378-4549
400, boul. du Séminaire Nord	Saint-Jean-sur-Richelieu	J3B 5L2	450 348-3787
4551, rue Foster, C.P. 59	Waterloo	J0E 2N0	450 539-2747
122, rue Notre-Dame	L'Épiphanie	J5X 2V7	450 588-2551
504, rue Principale	Saint-Zotique	J0P 1Z0	450 267-3518
6780, boul. Joseph Renaud	Montréal	H1K 3V4	514 352-1340
511, rue Hériot	Drummondville	J2B 7R3	819 477-3777
279-B, boul. Cartier	Laval	H7N 2J1	450 629-1933
795, boul. d'Iberville	Saint-Jean-sur-Richelieu	J2X 4S7	450 347-2000
1100, avenue Larue	Québec	G1C 6H4	418 667-3366
6261, boul. des Laurentides	Laval	H7H 2V3	450 628-4555
569, boul. Richelieu	Richelieu	J3L 4Y3	450 658-3353
800, boul. Chomedey	Laval	H7V 3Y4	450 682-7711
142-A, 25e Avenue	Saint-Eustache	J7P 2V2	450 472-4800
341, rue Saint-Georges	Saint-Jérôme	J7Z 5A8	450 438-1223
8325, rue Notre-Dame Est	Montréal	H1L 3L2	514 353-2010
214, boul. Cité des Jeunes	Gatineau	J8Y 6S8	819 772-1202
214, rue Papineau	Joliette	J6E 2K7	450 759-1288
343, rue Saint-Jacques	Napierville	J0J 1L0	450 245-3383
620, avenue de Buckingham	Gatineau	J8L 2H5	819 986-6000
509, rue Arthur Sauvé	Saint-Eustache	J7P 4X4	450 473-4169
610, rue King Est	Sherbrooke	J1G 1B8	819 569-9251
939, boul. Albiny Paquette	Mont-Laurier	J9L 3J1	819 623-6131
550, chemin Kipawa	Témiscaming	J0Z 3R0	819 627-3373
4, rue Saint-Vincent	Sainte-Agathe-des-Monts	J8C 2A4	819 326-0422
2235, rue Galt Ouest	Sherbrooke	J1K 1K6	819 569-9349
126, rue Hériot	Drummondville	J2C 1J8	819 472-1121
200, promenade du Portage	Gatineau	J8X 4B7	819 771-7439
320, boul. Leclerc	Granby	J2G 1V3	450 372-0814
872, montée Sainte-Thérèse	Saint-Jérôme	J5L 2L1	450 436-1101
290, rue Saint-Laurent	Louiseville	J5V 1K3	819 228-5581
711, boul. Sainte-Geneviève	Saguenay	G7G 4Z4	418 549-9544
914, rue Maloney Est	Gatineau	J8P 1H5	819 663-2727

3751, boul. du Royaume	Saguenay	G7X 1Y6	418 547-3689
171, avenue Grand Pré	Bonaventure	G0C 1E0	418 534-4488
40, rte. du Président-Kennedy	Lévis	G6V 6C4	418 835-3300
503, 3e Rue	Chibougamau	G8P 1N8	418 748-2606
3575, avenue du Parc	Montréal	H2X 3P9	514 849-6176
200, boul. Brien	Repentigny	J6A 7E9	450 654-2278
3131, chemin Côte Vertu	Montréal	H4R 1Y8	514 332-1462
101, rue Albert	Cowansville	J2K 2W4	450 263-2666
5300, boul. Saint-Laurent	Sainte-Catherine	J5C 1A8	450 635-1234
395, rue Jacques Cartier Sud	Saint-Jean-sur-Richelieu	J3B 7T1	450 347-0361
4400, Côte Rosemont	Trois-Rivières	G8Y 0A5	819 378-0303
1615, boul. Jacques Cartier E.	Longueuil	J4M 2X1	450 468-5040
1, boul. Samson	Laval	H7X 3S5	450 689-8181
12-4520, boul. des Récollets	Trois-Rivières	G9A 4N2	819 375-9686
40, Avenue Doucet	Mont-Joli	G5H 0B8	418 775-4314
330, boul. l'Ange Gardien	L'Assomption	J5W 1S3	450 589-4767
880, montée Masson	Mascouche	J7K 2L7	450 966-0200
1850, rue King Est	Sherbrooke	J1G 5G6	819 564-2101
4672, boul. Saint-Martin Ouest	Laval	H7T 2Y2	450 681-8888
333, Avenue de la Cathédrale	Rimouski	G5L 5J5	418 732-3020
13 900, chemin Saint Simon	Mirabel	J7N 1P3	450 432-1888
865, boul. Saint-Joseph	Roberval	G8H 2L8	418 275-4444
80, boul. Renard Est	Gaspé	G4X 5H8	418 269-3351
1400, Chemin de Saint-Jean	La Prairie	J5R 2L7	450 444-6229
2845, Avenue Saint-David	Québec	G1C 0J3	418 666-8888
5388, rue Bélanger Est	Montréal	H1T 1E3	514 721-4904
5125, boul. Cousineau	Longueuil	J3Y 3K7	450 676-1857
2801, boul. des Promenades	Sainte-Marthe-sur-le-Lac	J0N 1P0	450 974-7777
A101-82, boul. de Bromont	Bromont	J2L 2K3	450 534-5534
1920, 105e Avenue	Shawinigan	G9P 1N4	819 537-1869
611, 1ère Rue	La Pocatière	G0R 1Z0	418 856-3094
904, rue Principale Ouest	Magog	J1X 2B6	819 843-5003
15, boul. Montcalm Nord	Candiac	J5R 3L4	450 659-5426
2828, rue De Lyon	Longueuil	J4L 3R2	450 670-3500
39A, rue des Oblats Nord	Ville-Marie	J9V 1H9	819 622-1212
248, rue Saint-Joseph	Saint-Raymond	G3L 1J3	418 337-2238
555, boul. Ste-Adèle	Sainte-Adèle	J8B 1A7	450 229-2917
980, Avenue du Palais	Saint-Joseph-de-Beauce	G0S 2V0	418 397-5768
78,A rue Principale	Saint-Antonin	G0L 2J0	418 605-1545
4770, Route Sainte-Geneviève	Québec	G2B 4P1	418 845-2111

3440, ch. des Quatre Bourgeois	Québec	G1W 4T3	418 653-6171
905, boul. René-Lévesque Ouest	Québec	G1S 1T7	418 683-3631
1150, boul. Lebourgneuf	Québec	G2K 0A9	418 622-7212
101, boul. Taché Ouest	Montmagny	G5V 3T8	418 248-8191
1801, 3e Avenue	Val-d'Or	J9P 5K1	819 874-7333
784, rue Saint-Paul	Saint-Rémi	J0L 2L0	450 992-1991
1048, boul. Vachon Nord	Sainte-Marie	G6E 1M5	581 224-8484
5375, boul. Grande Allée	Brossard	J4Z 3G8	450 286-1777
3525, boul. Saint-Joseph	Drummondville	J2B 0H3	819 850-0568
430, Avenue Larivière	Rouyn-Noranda	J9X 4J1	819 797-0500
14650, boul. Lacroix	Saint-Georges-de-Beauce	G5Y 7G8	418 228-2003
3714, boul. Taschereau	Longueuil	J4V 2H8	450 672-9730
210, chemin d'Aylmer	Gatineau	J9H 1A2	819 684-6594
1332, boul. Wallberg	Dolbeau-Mistassini	G8L 1H1	418 276-0574
825, rue Saint-Laurent Ouest	Longueuil	J4K 2V1	450 677-2876
338, rue Saint-Jacques	Granby	J2G 3N2	450 372-4447
3469, boul. Saint-François	Saguenay	G7X 2W5	418 542-6140
1, rue Quintal	Charlemagne	J5Z 1V8	450 581-4540
1830, Avenue Industrielle	Québec	G3K 1M4	418 915-5551
1038, boul. Saint-Joseph	Valcourt	J0E 2L0	450 532-2233
222-G, chemin du Lac Millette	Saint-Sauveur	J0R 1R3	450 227-8451
200, boul. d'Anjou	Châteauguay	J6K 1C5	450 691-0201
1271, boul. Jolibourg	Laval	H7Y 1Z8	450 689-1043
7, rue de l'Aqueduc	Victoriaville	G6P 1L4	819 604-7744
459, boul. Saint-Germain	Rimouski	G5L 3P2	418 724-0813
13 170, rue Sherbrooke Est	Montréal	H1A 4B1	514 645-2381
1190, boul. Louis XIV	Charlesbourg	G1H 6P2	418 614-2554
500-102, Avenue Daigneault	Chandler	G0C 1K0	418 689-3711
609, boul. Henri-Bourassa Est	Montréal	H2C 1E3	514 303-4900
72, rue Châteauguay	Huntingdon	J0S 1H0	450 264-5347
832-A, boul. du Curé Labelle	Blainville	J7C 2K6	450 818-8070
103-2033, rue Principale	Sainte-Julie	J3E 1W1	450 922-1030
126-1700, ch. du Fer à Cheval	Sainte-Julie	J3E 1G2	450 649-3016
933, avenue du Pont Sud	Alma	G8B 2V5	418 662-5342
3708, boul. Saint-Jean	Dollard-des-Ormeaux	H9G 1X1	514 620-9160
39, montée de Sandy Beach	Gaspé	G4X 2A9	418 368-3341
990, rue de Saint-Jovite	Mont-Tremblant	J8E 3C1	819 425-2305
113, rue Saint-Pierre	Saint-Constant	J5A 0M3	450 632-2730
1445, rue Victoria	Saint-Lambert	J4R 1R5	450 671-3505
725, rue de Roxton	Acton Vale	J0H 1A0	450 546-2522

2300, boul. Du Millénaire	Saint-Basile-le-Grand	J3N 1T8	450 441-4949
466, boul. Sir Wilfrid-Laurier	Mont-Saint-Hilaire	J3H 6K3	450 813-3165
13 170, rue Sherbrooke Est	Montréal	H1A 4B1	514 645-2381
255, 3e rue Est	La Sarre	J9Z 3N7	819 333 3383
2100, rue Bagot	La Baie	G7B 3Z3	418 544 7336