

Rules and Regulations

Watch and Win! Contest

Uniprix & Enfamil

Watch and Win! Contest

OFFICIAL RULES AND REGULATIONS

Open to Residents of Quebec or Ontario only

The “Watch and Win! Contest” (the “Contest”) is sponsored by Mead Johnson Nutrition (Canada) Co. and Uniprix Canada (the “Sponsors”). This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. The Contest begins at 10:00 AM (ET) on July 31, 2014 and ends at 9:59 AM (ET) on August 27, 2014 (the “Contest Period”).

Deadlines:

The Contest begins at 10:00 AM (ET) on July 31, 2014 and ends at 9:59 AM (ET) on August 27, 2014 (the “Contest Period”).

1. **TO ENTER: No Purchase or Payment Necessary to Enter or Win.** Only legal residents of Quebec or Ontario who are the age of majority in their province or territory of residence can enter the Contest. There is one (1) way to enter:
 - a. To enter the Contest, visit www.facebook.com/uniprix. Complete the contest enrollment form in full. Click “submit” before the end of the applicable Contest Period (“Entry”). **All entries must be received on or before 9:59 AM (ET) on August 27, 2014 (“Contest Closing Date”).** Each entrant is providing information to Sponsors and not to Facebook. By submitting an entry, each entrant agrees to and does release Facebook from any and all claims regarding the Contest.
 - b. **Limit of one (1) entry per person.** In the event of a dispute in connection with the identity of the individual who submitted an online entry, the entry will be deemed to have been submitted by the authorized account holder of the email account identified on the online entry form. The authorized account holder is deemed to be the natural person who is assigned to an email address by an Internet access provider, service provider, or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address.
2. **PRIZE: There are five (5) prizes to be won.** A total of five (5) prizes – One (1) Souris Mini gift card (total retail value of prize is CDN \$500) and four (4) Uniprix gift cards (total retail is CDN \$75 each).
 - a. The prizes will be delivered to the confirmed winners as outlined in Section 6. In the event that the winners do not use any portion of the prizes, there will be no extension, transfer, or substitution of any kind of compensation provided. The prizes must be accepted as awarded without substitution and is not transferable, not for resale and has no cash surrender value. The reserves the right in its sole

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discretion to substitute prizes of equal or greater value, without liability. Shipping cost included in total approximate retail value of prizes. The terms and conditions of gift cards apply.

- b. All other costs and expenses not expressly listed as part of the Prizes, including taxes and any fees such as installation or anything related to the set up of appliances, if applicable, are the sole responsibility of the winner. Any Prize represented in promotional materials is for illustration purposes only and may not be the exact item(s) offered as a prize. Winner is not entitled to any monetary difference between the actual Prizes and the stated approximate retail Prizes value, if any.

3. **DRAWING:**

- a. Five (5) random draws for potential winners (“Potential Winners”) of the Prizes will be made on September 5, 2014 at approximately 10:00 AM (ET) in Montreal, QC from all eligible entries received during Contest Period and by the Contest Closing Date. Five (5) Potential Winners of the Prizes will be drawn randomly. The odds of being selected depend on the total number of eligible entries received during Contest Period. The Potential Winners will be contacted by email or telephone within ten (10) business days of the draw date. If a Potential Winner cannot be reached within ten (10) business days of the draw date, the Potential Winner will be disqualified and another entrant will be randomly selected from among all remaining eligible entries until such time as contact is made by email or telephone with a Potential Winner or there are no more eligible entries, whichever comes first. The Sponsors will not be responsible for failed attempts to contact a Potential Winner.

4. **ELIGIBILITY:** To enter and be eligible to win, a person must be a legal resident of Quebec or Ontario who has reached the age of majority in the jurisdiction in which he/she resides and who is not an employee of Sponsors, their affiliated companies or agents, their respective advertising or promotional agencies, the independent contest organization or a member of any such employee’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the employee or not). In these Official Rules, “immediate family” means mother, father, brothers, sisters, son, daughters, partner or spouse.

5. **GENERAL:** By entering the Contest, entrants agree to abide by these Official Rules and the decisions of the independent contest organization with respect to all aspects of the Contest, which are final and binding.

6. To be declared a winner, the Potential Winner must answer correctly, without assistance of any kind, whether mechanical or otherwise, a time-limited, multi-step, multi-operational mathematical skill-testing question to be administered by telephone. The

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Potential Winner will also be required to sign a Declaration and Release Form (the "Release Form") confirming compliance with the Official Rules, acceptance of the prize as awarded and releasing the Sponsors, their affiliated and related companies, advertising and promotional agencies, the independent contest organization and each of their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "Released Parties") from any liability including without limitation injury, accident, loss or damage of any kind, in connection with the Prize or participation in the Contest. The Release Form must be returned within the time period specified on the Release Form or the Prize will be forfeited.

7. The Prizes (5) will be delivered to the winners by the Sponsors within 4-6 weeks of the receipt of the Release Form to the address specified on the Release Form by Sponsors.
8. The Sponsors accept no responsibility for loss, damage or claims caused by or resulting from the Contest or a Prize. By entering and accepting a Prize, the winner consents to the use of his/her name, address (city and province) and/or photograph/image in any form of media without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsors with respect to the Contest. By accepting the Prize, the Winner agrees: (1) to hold harmless the Released Parties, from all liability, including but not limited to injuries or damages of any sort connected with the receipt, use or misuse or possession of the Prize, or connected in any way whatsoever with the Contest; and (2) that the Released Parties have not offered any guarantee, express, implied, or collateral in connection with the Prize. Subject to the jurisdiction of the Régie des alcools, des courses et des jeux in Quebec, Sponsors reserve the right to amend, terminate or suspend all or any portion of this Contest at any time for any reason without prior notice, including the right to cancel or suspend the e-mail portion of this Contest should a virus, bug or other cause beyond the reasonable control of Sponsors corrupt the security or proper administration of the Contest. In the event of early termination of the Contest, a notice will be posted online and a random drawing to award the Prize will be conducted from among all eligible entries received prior to the time of termination and awarded as set forth above. This Contest is intended to be conducted in Canada only and shall only be construed and evaluated according to Canadian law. This Contest is null and void where prohibited by law or otherwise. These are official Contest Rules. This Contest is subject to federal, provincial and municipal laws and regulations. These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over Sponsors. The Sponsors accept no liability for printing errors on materials distributed for this Contest including online. All decisions of the Sponsors are final.
9. The Sponsors and the independent contest organization will not be responsible for late, lost, delayed, illegible, incomplete or destroyed entries and all such entries are void. The Sponsors and the independent contest organization do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission,

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interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/date that have been tampered with or altered are void. Any use of robotic, automatic, macro, programmed, third party, or like entry methods will void all such entries, and any entrant using any such method will be disqualified. In the event it is determined that an entrant has entered in a fashion not sanctioned by these rules and/or has submitted more than the number of entries permitted by these rules, the entrant and all of his/her entries will be disqualified. A winner's failure to comply with these Official Rules will result in disqualification, the forfeiture of all interest in the prize, and selection of a substitute winner from among all remaining eligible entries.

10. All entries become the permanent property of the Sponsors and none will be returned. No correspondence will be entered into except with the Potential Winners or otherwise in accordance with these Official Rules. The Contest is subject to all applicable federal, provincial and municipal laws.
11. The Sponsors respect your right to privacy. Personal information collected from entrants will only be used by the Sponsors to administer the Contest and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Sponsors. If entrants provide consent when entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in Mead Johnson Nutrition (Canada) Co.'s privacy policy, which is available at enfamil.ca/en/privacy-policy.aspx
12. To request the name and hometown of the winners (available after September 5, 2014) send a self-addressed, stamped business-size envelope to:

Mead Johnson Nutrition
900-535 Legget Drive
Kanata, Ontario K2K 3B8
Attention: Marilyn Sandrin

13. For Quebec 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.
14. 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.

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15. A copy of these Contest Rules is available under the “Contest” section of the Uniprix website at www.uniprix.com/contest