

**“Fall back in style with P&G Beauty”
CONTEST**

Contest Rules

September 4, 2014 to September 10, 2014

1. Procter & Gamble and Uniprix are the sponsors of this contest (the Sponsors).
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 Uniprix Inc. employees and of 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 **“Fall back in style with P&G Beauty”** contest, simply make an eligible* P&G Beauty purchase at a Uniprix sales location between September 4 and September 10, 2014, fill out the entry ballot available in-store, provide your receipt number and drop off your completed ballot in the contest box.

***Eligible P&G products: Covergirl, Clairol, Olay (facial products), Pantene, Head & Shoulders, Herbal Essences, Vidal Sassoon.**

4. The contest starts on September 4, 2014 and ends on September 10, 2014 at 11:59 p.m. **The random draw will take place on October 1, 2014 at 11 a.m. at the Uniprix head office.**
5. No purchase necessary to enter. You can enter the contest by sending a handwritten entry form to the address below. It should include your name, address, postal code, telephone numbers (day and evening) and an original (no photocopies) essay of a minimum of 50 words explaining why you should win this contest.

Uniprix
“Fall back in style with P&G Beauty” Contest
5,000 Métropolitain Blvd East
Montreal, Quebec H1S 3G7
c/o: Marie-Pierre Boyer

6. **There are four (4) \$500 Uniprix gift cards, a total value of \$2,000, to be won.**

7. 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 10 days following the random drawing of their entry ballot selected on the date mentioned above in Section 4.
 - b. Accept the prize described in Section 6 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.
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. If a selected entrant cannot be reached within the 10-day period and if he/she does not respond or cannot comply with these contest rules 10 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.
9. 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.
10. 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.
11. Uniprix Inc. has duly paid the related fees to the *Régie des alcools, des courses et des jeux*, as required by all applicable laws.
12. The names of winners will be sent to any person who requests the information and supplies a self-addressed stamped envelope. Requests should be forwarded to the attention of Susan Jasmin, 5,000 Métropolitain Blvd East, Montreal, QC H1S 3G7.
13. A copy of these contest rules can be found at participating Uniprix stores.
14. 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.