

“Fall into Fashion” CONTEST

Contest Rules

July 7, 2016 to July 27, 2016

1. Uniprix Inc. is the sponsor of the contest (the “Sponsor”) and Cascades Tissue Group, a division of Cascades Canada ULC, is the supplier of the prize (the “Prize Supplier”).
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 Sponsor and Prize Supplier or their affiliated companies (including employees of the Sponsor and all stores of the Sponsor network), and, if applicable, their respective advertising or promotional agencies, and 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. The contest opens on July 7, 2016 at 00:01 a.m. and closes on July 27, 2016 at 11:59 p.m. The random draw will take place on August 3, 2016 at 11:00 a.m. at the Sponsor head office at 5,000 Métropolitain Blvd East, Montreal, QC H1S 3G7.
4. To enter the “Fall into Fashion” contest, simply purchase a Cascades® product at any participating store of the Sponsor from July 7 to July 27, 2016 AND go online (www.uniprix.com/en/contest) to fill out the registration form, being sure to indicate the UPC code of one of the Cascades’ participating product purchased. **(Eligible products: Cascades Green bathroom tissue 8 rolls, Cascades Ultra bathroom tissue 8 rolls, Cascades Premium paper towel 6 jumbo rolls).**
5. You can enter the contest without making a purchase. To do so, send a no-purchase request, which should include a handwritten letter with 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. Mail-in entries must be postmarked no later than July 27, 2016 and sent to this address:

**Uniprix c/o: Marine Chevanne
“Fall into Fashion” Contest
5,000 Métropolitain Blvd East
Montreal, Quebec H1S 3G7**

6. No purchase necessary to enter. Limit of one no-purchase request per envelope with sufficient prepaid postage, and one entry per day, per person, regardless of method of entry.

7. **Only one prize (the “Prize”) of an approximate total value \$5,000 which includes:**

- A shopping budget of approximately \$3,500 awarded as gift certificates for the selected shopping centre(s);
- A 3-hour shopping spree and a 2-hour, at-home consultation with professional stylist Louise Labrecque, a total approximate value of \$1,000, subject to the conditions below;
- A consultation with a professional hairstylist, a total approximate value of \$500, awarded as a gift card for the selected hair salon, subject to the conditions below.

Conditions applicable to the sessions with both the stylists:

- The choice of hairstylist will be at the discretion of the Sponsor and Prize Supplier.
- The time, date and length of the sessions will be based on the availability and rates of each stylist.
- If the winner of the Prize lives outside the Greater Montreal area, he or she will need to make arrangements to travel to the shopping centres at their own expense. In addition, the 2-hour, at-home consultation with Louise Labrecque will be replaced with 2 extra hours of shopping.
- If the winner of the Prize is unable to come to Montreal for the consultation with Louise Labrecque, the stylist can travel to the winner’s region, subject to travel expenses to be subtracted from the shopping budget included in the Prize (\$3,500).
- Should it be too complex or costly to have the winner and/or stylist travel for the consultation, the Sponsor and Prize Supplier reserve the right to hire another professional stylist to deliver the services included in the Prize.
- The shopping spree and consultation with Louise Labrecque must take place before **December 30, 2016**

Conditions and restrictions applicable to the Prize:

- The Prize is subject to all other restrictions and conditions which could be communicated to the winner by the Sponsor and Prize Supplier.

- The Sponsor and Prize Supplier cannot be held responsible or liable for any claim, loss, damages, fees or expenses that may arise as a result of any accident, injury or death, or for any other damages that may result from this Contest and the award of the Prize and for which the Sponsor and Prize Supplier is not liable.
 - The winner must have signed the declaration and liability form.
 - The Prize is not redeemable for cash or transferable to someone other than the winner.
 - All expenses other than those specifically mentioned in the above description of the Prize will be the responsibility of the winner.
- 8.** Odds of winning depend on the number of online and mail-in entries received during the contest period.
- 9.** To be declared a winner and claim his or her Prize, the participant selected at random must be eligible under the contest eligibility criteria and official Contest Rules. The potential winner must:
- a. Be reached by telephone by the Sponsor or its representatives within 10 days following the random drawing of an entry form selected on the draw date mentioned in section 3.
 - b. Accept the Prize described in section 7 above, and 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 Sponsor or its representative at a mutually convenient time.
 - d. Complete and sign the declaration and release form and return it to the Sponsor by the deadline indicated in the cover letter.
- 10.** Two (2) to four (4) weeks after receiving the completed and signed declaration and release form, the Prize Supplier will contact the winner to notify him or her of the procedures involved in taking possession of the Prize. The winner will then need to claim the Prize by the deadline of September 30, 2016 at 5 pm at the location or according to the prize transmission mode, as applicable, agreed beforehand with the Prize Supplier, its agents or representatives.
- 11.** 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 meet 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 Sponsor can, at its 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.

- 12.** By entering this contest, participants agree to comply with the contest rules described herein. The winner also authorizes the Sponsor and Prize Supplier and their agents to use his/her name, city of residence and photograph for publicity purposes without further compensation.
- 13.** By entering this contest, the entrant selected for the Prize releases and holds harmless the Sponsor, Prize Supplier, all companies, corporations, trusts, divisions or other legal entities controlled by or related to it, stores of the Uniprix network, their advertising and promotional agencies, Cascades, their employees, agents and representatives (the "Released Parties") from and against any damage resulting in the acceptance or use of the Prize.
- 14.** The entrant selected for the Prize acknowledges that upon awarding of the Prize, the obligations related to it become the responsibility of the providers of goods and services related to the Prize and that the Sponsor and Prize Supplier are not liable for the Prize upon remittance of the Prize to the winner.
- 15.** Personal information collected on contest entrants as part of this contest will only be used for the administration of this contest. No communications, commercial or otherwise, unrelated to this contest, will be sent to entrants without their express consent.
- 16.** No-purchase entries and declaration forms are the property of the Sponsor and will not be returned to entrants.
- 17.** For Quebec residents: 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 the Prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.
- 18.** The Sponsor has duly paid the related contest fees to the *Régie des alcools, des courses et des jeux*, as required by all applicable laws.
- 19.** The Winner name is available to anyone who would like a copy. To obtain the Winner name, please send a self-addressed stamped envelope to the attention of: Ms. Marine Chevanne, 5,000 Métropolitain Blvd East, Montreal, QC H1S 3G7
- 20.** 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.
- 21.** This contest is in no way associated with or sponsored by Facebook. The Sponsor and Prize Supplier releases Facebook of all liability in this respect.
- 22.** A copy of these Contest Rules is available under the "Contest" section of the Uniprix website at www.uniprix.com.

23. The Prize Supplier, its divisions, subsidiaries and affiliates are in no way involved in the management or administration of this contest.