

“A COTTAGE JUST FOR YOU” CONTEST

Contest Rules September 11, 2014 to October 8, 2014

1. Uniprix is the sponsor of this contest (the Sponsor).

ELIGIBILITY:

2. This contest is open to Quebec and Ontario residents who have reached the age of majority, with the exception of employees, representatives and agents of the Sponsor, its affiliated subsidiaries (including employees of Uniprix Inc. and all retail stores of the Uniprix network), and, as the case may be, its advertising and promotional agencies, contest judges, suppliers of contest prizes or any other third party involved in the development, production or distribution of material for this contest, as well as members of the immediate family of any of the above-mentioned persons and any other person with whom they reside.

HOW TO ENTER:

3. PURCHASE-REQUIRED ENTRY:

Contest runs in Uniprix and Uniprix Santé stores from September 11, 2014 to October 8, 2014.

3.1 Identify the “*Produits-vedettes admissibles au concours*” (featured products of the contest):

Consult the weekly Uniprix flyer during the contest period – from September 11, 2014 to October 8, 2014 – and identify the specially marked “*Produits-vedettes admissibles au concours*.” The Uniprix flyer is available on the Uniprix Website at www.uniprix.com and in all Uniprix stores; or

Visit any participating Uniprix store in Quebec during the contest period – from September 11, 2014 to October 8, 2014 – and find the specially marked “*Produits-vedettes admissibles au concours*.” To locate a Uniprix store, go to www.uniprix.com.

The featured products of the week will be available from Thursday to Wednesday, starting September 11, 2014 to October 8, 2014.

Here is a complete listing of the featured products of the contest:

1. Colgate – Selected toothpaste and toothbrushes
2. Palmolive – Selected liquid dish soap (Dish soap, 739 ml or 887 ml)
3. Dove – Soap bars 2 x 113 gr
4. Dove – Selected products (Body wash, 300 ml, 354 ml or 400 ml, selected hair care and styling products, selected antiperspirants)
5. Axe – Selected products

6. Royale – Paper towel, 6 rolls
7. Arm & Hammer – Selected detergents (Detergent 2.21 L, 2.03 L, 1.81 L or 600 g)
8. Aveeno – Selected products
9. Cascade – Selected dishwasher detergents (Gel, 1.36 L, Action Packs, 15, Poudre, 1.7 kg)
10. Tena – Selected protective undergarments
11. Listerine – Selected mouthwash and breath strips (Selected mouthwash, 1 L, Breath strips, pocket size, 3 x 24)
12. Tide – Selected laundry detergents (Powder, 1.1 kg, Liquid, 24 loads, PODS, 14 count)
13. Speed Stick – Selected antiperspirants and deodorants (Speed Stick and Lady Speed Stick)
14. Irish Spring and Soft Soap – Selected shower gels (Selected moisturizing shower gels, 443 ml or 532 ml)
15. Royale – Bathroom tissue, 8 double rolls
16. Scotties – Selected facial tissue (6 x 100 or 6 x 72)
17. Xtra – Laundry detergent (2.21 L)
18. Stayfree and Playtex – Selected feminine hygiene products, Stayfree selected hygiene pads
Playtex - Tampons, 20 or 18, Cleansing clothes, 40

Products advertised may not be available at all locations. Product descriptions prevail over illustrations at all times (flyer).

3.2 Purchasing featured products

Go to any participating Uniprix store during the contest period – from September 11, 2014 to October 8, 2014 – and purchase at least one (1) specially marked “*Produits-vedettes admissibles au concours.*” To locate a Uniprix store, go to www.uniprix.com

3.3 Register by in-store entry ballot:

Go to a participating Uniprix store during the contest period – from September 11, 2014 to October 8, 2014 – and pick up an entry ballot at the checkout counter. You will receive one entry ballot per featured product purchased during the contest period. To locate a Uniprix store, go to www.uniprix.com

Fill out the entry ballot as described below and drop it off in the contest box found in store:

- To complete the entry ballot, provide your first name, last name, email, street address, city, province, postal code, telephone number and information from a receipt including at least one (1) featured product of the week purchased during the contest period, as follows:
 - Store number (indicated as “Mag” on the receipts)

- Cash receipt or terminal number (indicated as “Fac#” and “Terminal” respectively on the receipts)
 - Transaction number (indicated as “Trs#” or “Trans” on the receipts)
- Each purchase of a featured product gives you one (1) entry into the contest.

Drop off your entry ballot in the contest box no later than 11:59 p.m. on October 8, 2014. If you purchase more than one featured product of the week, you need to fill out one entry ballot per eligible product – indicating your cash receipt number – and drop it off in the contest box.

Entrants must respect the following restrictions, failing which the contest organizers reserve the right to cancel one (1) or more entries:

In-store registration:

- A maximum of one (1) entry ballot per purchase of a featured product; and
- A maximum of twenty-five (25) featured products per receipt can be used to enter the contest

4. NO-PURCHASE-REQUIRED ENTRY:

No purchase required to enter. You can enter the contest by sending a handwritten entry form to the address below. The form should contain your name, address, postal code, telephone numbers (day and evening) and an original essay (no photocopies) of a minimum of 50 words explaining why you should win this contest. The letter must be received by October 8, 2014 to be eligible for the contest. Limit of one (1) letter per day, per participant during the contest period.

Uniprix
“A Cottage Just for You” Contest
5,000 Métropolitain Boulevard East
Montreal, QC H1S 3G7
C/O: Marie-Pierre Boyer

5. GRAND PRIZES:

Grand prizes: Four (4) rental cottages (1 per winner) for a full season. Four rentals to be won. Approximate value of \$8,000 each, taxes and fees included, for a total of **\$32,000**.

SECONDARY PRIZES: One hundred (100) annual passes to Quebec’s network of provincial parks, each worth \$135, for a total of **\$13,500**.

TOTAL: Total prizes valued at **\$45,500**.

- 6.** The contest starts on September 11, 2014 and ends on October 8, 2014 at 11:59 p.m. **The draw will be held on October 30, 2014 at 11 a.m.** at the Uniprix head office located at 5,000 Métropolitain Boulevard East, Montreal, QC H1S 1G7 as follow.

- a. To begin, four ballots will be drawn for each of the four cottage rentals to be won.
- b. One hundred ballots will then be selected for the 100 annual passes to Quebec's network of provincial parks.

7. Description of the grand prize:

- a. There are four (4) packages to be won, each worth a maximum of \$8,000 (taxes and fees included).
- b. Eligible winners of each of the four (4) packages will earn access to a rental cottage for a maximum of three (3) months (the "rental period"), a maximum value of C\$8,000 (taxes and fees included) in an eligible location in Canada as selected by the winner.
- c. Uniprix will inform the winners of the various locations (Website and name of suppliers) where cottages can be rented:
<http://www.chaletaiguebec.com>
<http://www.quebeclocationdechalets.com>
<http://rsvpchalets.com>
- d. The rental period must end before December 31, 2015 and is subject to availability at the selected location. The winners will be required to comply with all rules and regulations set out in the cottage rental agreement, sign a release form before obtaining access to the rental cottage and comply with any other requirements established by the cottage lessor. The rental period cannot be broken down into shorter time blocks. The rental period must be continuous for a maximum of three (3) months and a maximum rental value of C\$8,000 (taxes and fees included). Proof of rental will be required to obtain from the Sponsor a reimbursement of the cottage rental (maximum value of C\$8,000, taxes and fees included). Winners will be solely responsible to the cottage lessor.

8. Not included in the grand prize:

- a. Any and all expenses not listed herein, including but not limited to, meals, transportation (flights or other), overnight stays before or after rental period, insurance, telephone, Internet, fax and email fees, room service, meals and refreshments not described above, personal items and damage or maintenance fees, are excluded from the grand prize and will be the sole responsibility of the grand prize winners.
- b. The rental period cannot be modified once the reservation has been confirmed.
- c. Grand prize winners unable to use one or more portions of the grand prize for reasons beyond the Sponsor's control will not receive from the Sponsor any compensation or alternative prize. Uniprix will not be liable for any scheduling or pricing changes, expenses, inconveniences or damages incurred or suffered by winners and/or their guests. The grand prize winners will be responsible for the purchase of all necessary insurance prior to taking possession of the cottage. No compensation will be given if the rental agreement is cancelled due to a lack of required insurance documents or for any other reason.

- 9.** To be declared a winner and claim the prize, the 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 Sponsor or its representatives within 10 days following the random drawing of an entry form selected on the draw date mentioned in section 6.
 - b. Accept the prize described in section 5 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; and
 - d. Complete and sign the declaration and release form and return it to Uniprix by the deadline indicated in the cover letter.

- 10.** 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 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.

- 11.** The Sponsor reserves the right, at their sole discretion, to rescind, amend or suspend all or part of this Contest, in the event of an incident or any human intervention that could corrupt or affect the administration, security, impartiality or normal flow of this Contest as prescribed in these Contest Rules and upon approval by the Régie des alcools, des courses et des jeux du Québec (the “Régie”), if required. In all cases, Uniprix Inc. (Head Office) and its affiliates (all stores of the Uniprix network), their representatives and the official contest agencies, their suppliers of products and services relating to this Contest and their employees, agents and representatives will not be required to award more prizes than the number stipulated in these Contest Rules or award prizes other than those described in these Contest Rules.

- 12.** By entering this contest, participants accept these official contest rules and agree to be bound by any decisions of contest judges (e.g. employees, agents or independent contractors of the contest sponsor), and that these decisions will be final and binding on all entrants in all matters related to this contest, including, but not limited to, contest eligibility and/or rejection of ballots. All ballots become the property of the contest sponsor and will not be returned.

- 13.** By participating in this contest, each entrant accepts and agrees to these Contest Rules. Winners authorize the contest Sponsor or its representatives to use their name and photograph for publicity purposes without further compensation.

- 14.** 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.
- 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.** 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.
- 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 can be found under the *Contests* section of the Uniprix website at www.uniprix.com for a six-month period after the draw.