

**“ DIVE INTO SUMMER WITH OPTION+
CONTEST**

Contest Rules

February 25 to March 9, 2016

1. Uniprix and the Société des Attractions Touristiques du Québec et Festivals et Événements Québec are the sponsors of this contest (the “Sponsors”).
2. This contest is open only to Quebec and Ontario residents who have reached the age of majority, except employees, representatives and agents of the Sponsors or their respective affiliated companies (including employees of Uniprix Inc. 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 **“Dive into Summer with Option+” contest**, simply purchase one or more eligible Option+ product (over-the-counter Option+ medications are not eligible) and fill out the entry ballot available in stores. Each eligible Option+ purchase gives you one chance to win. If you purchase more than one eligible Option+ product, you must fill out one entry ballot per product, provide the number of your receipt and deposit the completed ballot in the contest box. You will then be eligible for the contest, which runs from **February 25 to March 9, 2016**.
4. The contest starts on **February 25, 2016** and ends on **March 9, 2016** at 11:59 p.m. **The random draw will take place on April 5, 2016 at 11 am. at the Uniprix head office.**

For every prize, each entry ballot will be verified to make sure it contains a valid receipt number and at least one eligible Option+ product purchase. If a receipt is found to have an invalid number or no eligible Option+ product purchase, the wrongly selected winner or winners will be disqualified and a new random draw will be held at the convenience of the Sponsors.

5. No purchase necessary to enter the contest. You can enter by sending a hand-written entry form with your name, address, postal code, telephone numbers (day and evening) and an original essay of at least 50 words explaining why you should win this contest. Please forward to:

Uniprix
“Dive into Summer with Option+” Contest
5000 Métropolitain Blvd East
Montreal, Quebec H1S 3G7
c/o: Marie-Pierre Boyer

6. Prizes to be won

One of twenty (20) gift cards from des Attractions du Québec, a value of \$500 each.

Total value of prizes: \$10,000

- 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, potential winners must:
 - a. Be reached by telephone by the Sponsors or their representatives within 10 days after the random drawing of their entry form selected on the day mentioned in Section 4.
 - b. Accept the prize described in Section 6 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 Sponsors or their representatives at a mutually convenient time.
 - d. Complete and sign the declaration and release form and return it to Uniprix by the deadline indicated in the cover letter.

- 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, if he does not meet or cannot comply with these Contest Rules within 10 days after of receiving the selection notice, he 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.** The Sponsors reserve 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, the Sponsors and their affiliates (all stores of the Uniprix network), representatives and the official contest agencies, suppliers of products and services relating to this contest and 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.

- 10.** By participating in this contest, each entrant accepts and agrees to these Contest Rules and all decisions of the contest judges (who may be employees, agents or independent contractors of the Sponsors), which shall be final and legally binding on the entrant in all matters relating to this contest, including without limitation eligibility and/or rejection

of an entry form. All entry forms become the property of the Sponsors and will not be returned.

- 11.** By entering this contest, participants agree to comply with the conditions described in these contest rules. The winners also authorize the Sponsors or their agents to use their name and/or photo for marketing purposes without further compensation.
- 12.** 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.
- 13.** 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.
- 14.** The list of winners is available to anyone who would like a copy. To obtain the list, please send a self-addressed stamped envelope to Marie-Pierre Boyer, 5000 Métropolitain Blvd East, Montreal, Quebec H1S 3G7.
- 15.** 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.
- 16.** A copy of these Contest Rules is available under the Contest section of the Uniprix website at www.uniprix.com for a six-month period after the draw.