

“UNIPRIX ICE SLIDE” PHOTO CONTEST
From January 31, 2014 to February 26, 2014

Contest Rules

The “UNIPRIX ICE SLIDE” photo contest is organized by Uniprix Inc. It runs on the Internet from **January 31, 2014 to February 26, 2014**, at 11:59 p.m.

1. DETAILED DESCRIPTION OF THE CONTEST

This contest is open to people who had their photo taken at Uniprix’s Ice Slide on the Plains of Abraham during the Québec Winter Carnival (January 31, 2014 to February 16, 2014), except employees of Uniprix and its affiliated companies, as well as those of Adviso, Mosaic and the Québec Winter Carnival, and all persons residing at the same address as the above mentioned.

To enter the contest:

- Visit www.facebook.com/uniprix to access the contest page / or follow the email link to the Uniprix Facebook Page.
- Click “Like” to become a Uniprix Facebook fan.
- Click “vignette” in Facebook and “**GLISSADE DE GLACE UNIPRIX.**”

- There is only one way to enter the contest:
 - Have your photo taken at Uniprix’s Ice Slide during the Québec Winter Carnival.
 - The photo with the most votes will determine the grand prize winner.

No purchase necessary. Limit of one entry per email address. Only one Facebook account per participant.

2. PRIZE

The prize to be won is a 16GB iPad Air. A value of \$519.

3. WINNER SELECTION

The winner (the person whose photo receives the most votes) will be confirmed on March 3, 2014 at 10 a.m. We will contact the winner by email – via Facebook – or by telephone. The winner will receive the prize by mail within a reasonable time.

The prize must be accepted as awarded and cannot be transferred or exchanged for cash. Registration forms are subject to verification by the Contest Organizer. All fraudulent or incomplete registration forms will be rejected and will not be eligible to win. Decisions of the judges in this matter are final.

If, after taking reasonable measures, the Contest Organizer is unable to reach a selected entrant within five (5) business days of the draw, it will disqualify this entrant. The Contest Organizer will then select another entrant until a winner is found.

Odds of winning depend on the number of eligible entries received by the contest closing date.

4. ELIGIBILITY

To be eligible for this contest, participants must be legal residents of Quebec or Ontario and be eighteen (18) years of age or older. By completing the online registration form, participants agree to these Official Contest Rules. Participants must provide their name, street address, postal code, telephone number and email address so Uniprix can reach them should they be selected to win a prize. Unchecking the box to receive Uniprix’s email offers does not reduce your odds of winning.

Employees of Uniprix, its affiliated companies, Adviso, Mosaic and people residing at the same address are not eligible to enter this contest.

5. GENERAL

No correspondence pertaining to this contest will be entered into except with potential winners. Uniprix accepts no liability for online errors or printing errors on any online materials posted for this contest.

Photos downloaded by participants become the property of Uniprix. When participants send their photos to Uniprix for the purpose of entering this contest, they agree to have their photo(s) used by Uniprix for marketing and publicity purposes.

By entering this contest, participants attest that they have not purchased Internet or telephone services for the purpose of entering this contest. Participants agree not to knowingly damage or cause interruption of the promotion and/or prevent others from utilizing the promotion, as prohibited by law.

Uniprix assumes no responsibility for any failure of the Facebook or Uniprix Websites during the promotion of this contest or for any problems or technical malfunction of computer online systems, servers, access providers, computer equipment, software, or email failure. Uniprix assumes no responsibility for lost, late, misdirected or ineligible entries or for any computer, online, human or technical malfunctions that may occur in the administration of the contest. If, for any reason, this contest cannot run as planned (including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other cause beyond the control of Uniprix or any act that corrupts or affects the administration, security, fairness, integrity or proper conduct of this contest), Uniprix reserves the right, at its absolute and sole discretion, to disqualify an individual and/or cancel, terminate, modify or suspend the contest.

Under no circumstances shall Uniprix be liable for any losses or damages from the use of or reliance on, the information or use of the Website. Uniprix makes no warranty or guarantee as to the content, accuracy, timelines or completeness of the information or that the information may be relied upon for any reason. Uniprix, its affiliates and their respective officers, directors, employees, agents and representatives (collectively the "Entities") disclaim any and all representations and warranties, express or implied, in fact or in law, in connection with all prizes. By claiming a prize, winners agree to assume all risks and agree that the prize is awarded upon the condition that each of the Entities will have NO liability whatsoever for any injuries, losses, death or other damages of any kind caused by the prize or resulting from acceptance, possession, or use/misuse of the prize or from winner's participation in the Contest.

The prize cannot be substituted or transferred without Uniprix's authorization. Uniprix reserves the right to substitute the prize in the event that the prize described is unavailable due to circumstances beyond its control. In the event that an equivalent substitution cannot be found, Uniprix reserves the right to offer a prize that is of lesser value than the original prize or not award a portion of the prize.

Information Collection Practices

Personal information collected in conjunction with this contest will be used by Uniprix: (1) to administer the contest, including notification of winner and inclusion of winner's name on a publicly available winners' list and (2) for future advertising/marketing efforts of Uniprix. Uniprix will share personal information with its personnel in connection with their duties in the contest. This contest is subject to Uniprix's privacy policy.

All expenses related to the awarding and use of the prizes including travel, surcharges, fees, taxes (federal, provincial, state and local), incidentals if any, are the sole responsibility of the winner. Uniprix denies any liability or responsibility in connection with any injuries, loss or damage of any kind arising out of this contest or the prize.

Any selected person who fails to meet the terms set forth in these rules will be disqualified, and could, at the sole discretion of Uniprix, be banned from all future Uniprix contests for a period determined by Uniprix, under our right to claim any damages that he could have been subjected to following the violation of these rules by said person. Should any of the winners be disqualified for any reason, alternate winners will be selected at the sole discretion of Uniprix.

This contest is sponsored by Uniprix Inc., 5000 Métropolitain Blvd East, Montreal, Quebec, Canada. This contest is not sponsored, authorized or endorsed by Facebook or its affiliated companies. "Facebook" and the graphic representation of this word are trademarks of Facebook Inc. and of its affiliated companies.

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.

A copy of these contest rules is available under the "Contests" section of the Uniprix Website (www.uniprix.com) for a six-month period after the draw.