

“WIN WITH OPTION+” CONTEST

Contest Rules and Regulations

February 27, 2014 to March 5, 2014

1. Uniprix is the sponsor of this contest (the Sponsor).
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.
3. **HOW TO ENTER:** To earn the chance to win, participants must visit a Uniprix sales locations where eligible Option+ products are sold and place an eligible Option+ product (with the exception of Option+ over-the-counter medications, which are not eligible) in their shopping cart. This will earn them the chance to instantly win an iPad mini.

From February 27, 2014 to March 5, 2014, a mystery Option+ squad will be giving away 30 iPad minis to 30 consumers who place an eligible Option+ product (with the exception of Option+ over-the-counter medications, which are not eligible) in their shopping cart. Consumers will be selected at random by a third party (employee of the agency l'Observateur hired by Uniprix for this promotion (hereinafter called the “Agency”) who is part of the team in charge of this contest. The in-store visits will take place from February 27, 2014 to March 5, 2014, but the exact locations and times of these visits cannot be revealed to ensure the random nature of the promotion.

Limit of one prize per person per household during the contest period.

4. **PRIZES:** Thirty (30) prizes each worth \$316. Each prize is an iPad* mini with Wi-Fi 16 GB, white and silver, to be awarded at random among consumers who place an eligible Option+ product in their shopping cart between February 27, 2014 and March 5, 2014. Total retail value of prizes: **\$9,480.**

*iPad® is a registered trademark of Apple Inc. Apple Inc. is not associated with Uniprix nor is it involved in or a sponsor of this contest.

5. **AWARDING OF PRIZES:** The Agency (L'Observateur, 1074 Berri Street, Montreal, Quebec H2L 4X2) will give winners their respective prizes and a letter stating that they have been awarded one (1) iPad mini. They will be asked to sign this letter. The Agency will personally hand over the prize to the winner.

6. To be declared a winner, those selected at random must meet the contest eligibility criteria described in section 2 of these rules. They will also be required to correctly answer a mathematical skill-testing question administered on a declaration of compliance form given to them by the Agency. They will be asked to complete and sign the declaration of compliance form stating that they have met all the conditions listed in these contest rules. This form will need to be signed onsite. Upon request and in due time, the winner will be asked to provide a piece of photo ID.
7. Failure to meet the conditions mentioned in these contest rules or to accept the prize will lead to the disqualification of the selected participant. In such a case, the Sponsor or the Agency can, at its discretion, cancel the prize or identify someone else to win the prize, until another participant is selected and declared a winner.
8. Odds of winning are random. The winners will be selected among all consumers who place an eligible Option+ product (with the exception of Option+ over-the-counter medications, which are not eligible) in their shopping cart during the contest period in locations visited by the Option+ squad.
9. By entering this contest, participants accept these official contest rules. Winners agree to the use of his/her 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 contest 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. 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.
14. 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.