

“FEATURED PRODUCTS” CONTEST

Contest Rules and Regulations May 29, 2014 to June 25, 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:

3.1 Identify the “*Produits-vedettes de la semaine*” (featured products of the week):

Consult the weekly Uniprix flyer during the contest period – from May 29, 2014 to June 25, 2014 – and identify the specially marked “*Produits-vedettes de la semaine.*” 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 May 29, 2014 to June 25, 2014– and find the specially marked “*Produits-vedettes de la semaine.*” To locate a Uniprix store, go to www.uniprix.com.

The featured products of the week change every week. They are available from Thursday to Wednesday, starting from May 29, 2014 to June 25, 2014.

Here is a complete listing of the featured products for weeks 1 to 4:

Promo 23 – Week 1: May 29, 2014 to June 4, 2014

1. Irish Spring – selected products
2. Vaseline lotion 295 ml – selected products
3. Nair – selected products
4. Planters – nuts / selected products

Promo 24 - Week 2: June 5, 2014 to June 11, 2014.

1. Neutrogena Men – selected products
2. Neutrogena Sun care – selected products
3. Listerine 1L, 946 ml and Listerine Smart Rinse 500 ml – selected products
4. Band Aid – selected products

Promo 25 - Week 3: June 12, 2014 to June 18, 2014.

1. Gillette Mach 3 and Venus, disposable razors – selected products
2. Irish Spring and Speed Stick gear – selected products
3. Gillette and Satin Care, shaving cream – selected products
4. Kleenex package of 6 – selected products

Promo 26 - Week 4: June 19, 2014 to June 25, 2014.

1. Dial – selected products
2. Colgate – selected products
3. Tena – selected products
4. Gillette – selected products

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

3.2 Purchase featured products:

Go to any participating Uniprix store during the contest period – from May 29, 2014 to June 25, 2014 – and purchase at least one (1) specially marked “*Produits-vedettes de la semaine.*” 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 May 29, 2014 to June 25, 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 April 23, 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 June 25, 2014 to be eligible for the contest. Limit of one (1) letter per day, per participant during the contest period.

Uniprix
“Featured Products” Contest
5,000 Métropolitain Boulevard East
Montreal, QC H1S 3G7
C/O: Marie-Pierre Boyer

5. PRIZES:

250 Uniprix gift cards each worth \$100. **Total value of prizes is \$25,000.**

6. The contest starts on May 29, 2014 and ends on June 25, 2014 at 11:59 p.m. On **July 18, 2014 at 11 a.m.** at the Uniprix head office located at 5,000 Métropolitain Boulevard East, Montreal, QC H1S 1G7, a random draw will be held to select 250 (two hundred and fifty) ballots from all eligible entries received.

7. 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.
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 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 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, Uniprix Inc. (Head Office) and its affiliates (all stores of the Uniprix network), Aeroplan, 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.
10. 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.
11. By participating in this contest, each entrant accepts and agrees to these Contest Rules. Winners authorize the contest Sponsors or their representatives to use their name and photograph for publicity 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 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.
- 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 can be found under the *Contests* section of the Uniprix website at www.uniprix.com for a six-month period after the draw.