

“Win \$2,500 for your Holiday Shopping” CONTEST

Contest Rules

November 13, 2014 to November 26, 2014

1. Uniprix Inc. and Cascades are the sponsors of this contest (the “Sponsor”).
2. This contest is open only to residents of Quebec and Ontario who have reached the age of majority, except employees, representatives and agents of the Sponsor or its affiliated companies (including employees of Uniprix Inc. and 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 **“Win \$2,500 for your Holiday Shopping”** contest, simply go online at www.uniprix.com/en/contest to fill out the registration form. Limit of one entry per person during the contest period.
4. The contest opens on November 13, 2014 at 00:01 a.m. and closes on November 26, 2014 at 11:59 p.m. The random draw will take place at the Uniprix head office on December 4, 2014 at 11:00 a.m.
5. **Total value of contest prizes is \$5,000:**
 - \$2,500 in gift cards for a store or mall of client’s choice to pay for holiday purchases (limit of 3 gift cards at 3 different locations. Total cannot exceed \$2,500).
 - or one of fifty (50) Uniprix gift cards each worth \$50.
6. Odds of winning depend on the number of online and mail-in entries received during the contest period.
7. To be declared a winner and claim his or her prize, the participant selected at random must be eligible under the contest eligibility criteria and official Contest Rules. 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 4.
 - 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.
 - d. Complete and sign the declaration and release form and return it to Uniprix by the deadline indicated in the cover letter.
8. Two (2) to four (4) weeks after receiving the completed and signed declaration and release form, the Sponsor will contact the winner to notify him or her of the procedures involved in taking possession of the prize.
9. 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.
10. By entering this contest, participants agree to comply with the contest rules described herein. The winner also agrees to the use of his/her name and photograph for publicity purposes without further compensation.
11. By entering this contest, the entrant selected for the prize releases and holds harmless the Sponsor, all companies, corporations, trusts or other legal entities controlled by or related to it, stores of the Uniprix network, their advertising and promotional agencies, Cascades, their employees, agents and representatives (the "Released Parties") from and against any damage resulting in the acceptance or use of the prize.
12. The entrant selected for the prize acknowledges that upon awarding of the prize, the obligations related to it become the responsibility of the providers of goods and services related to the prize.
13. Personal information collected on contest entrants as part of this contest will only be used for the administration of this contest. No communications, commercial or otherwise, unrelated to this contest, will be sent to entrants without their express consent.
14. No-purchase entries and declaration forms are the property of the Sponsor and will not be returned to entrants.
15. For Quebec residents: 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.

- 16.** 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.
- 17.** 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 the attention of: Samantha Borosiewicz, 5000 Métropolitain Blvd East, Montreal, QC H1S 3G7
- 18.** 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.
- 19.** A copy of these Contest Rules is available under the “Contest” section of the Uniprix website at www.uniprix.com.