

# OFFICIAL RULES & REGULATIONS



CONTEST NAME: Discover the Highlands LaSalle Project! (The “Contest”)

September 10, 2014

## 1. ORGANIZER

The contest is held by Groupe Quorum (individually and collectively the “Organizer” or “Contest Organizer”).

## 2. CONTEST PERIOD.

The Contest will run during the following period (“Contest Period”)

Contest Start

Date: September 13, 2014

Time: 12:00:01 a.m. Eastern Standard Time

Contest End

Date: October 3, 2014

Time: 11:59:59 p.m. Eastern Standard Time

## 3. ELIGIBILITY

The Contest is open to legal residents of Quebec who have reached the age of majority at the time of entry.

The following are excluded: directors, officers, executives, employees, proxies, agents, or representatives of the Contest Organizer, its parent company, any company, corporation, trust, or other legal entity controlled by or affiliated with them, Facebook, if the Contest takes place on Facebook, of all participating stores, advertising and promotional agencies, suppliers of prizes, goods, and services related to the Contest, as well as members of their immediate families (brothers, sisters, children, father, mother, legal or common-law spouse, wherever they may reside) and the individuals with whom they reside (whether related or not).

## 4. PARTICIPATION /NO PURCHASE REQUIRED

No purchase is required to participate or to win. A purchase does not increase odds of winning.

Participation: To enter the Contest, entrants must take a picture of the mobile Groupe Quorum kiosk located at Carrefour Angrignon (7077 Boulevard Newman, LaSalle, QC H8N 1X1) (across from Sears) and share it on Facebook, Twitter, or Instagram with the keyword (*hashtag*) #PROJETHIGHLANDSLASALLE between September 13, 2014, 12:00:00 a.m. Eastern Standard Time and October 3, 2014, 11:59:00 p.m. Eastern Standard Time.

Go to <https://www.facebook.com/highlandslasalle> or <http://www.highlandslasalle.com> to view the contest rules.

Limit: Entrants must respect the following limits, failing which they will be disqualified:

One (1) entry per person, per Facebook, Twitter, or Instagram account.

## 5. PRIZES

The prizes to be won and their approximate retail values are:

Description (with inclusions & Special Conditions)	Odds of Winning and Number of Prizes	Approximate Value Per Prize
\$500 Gift Card	2 prizes	\$500/each

**Manufacturer's warranty only.** No warranty other than the prize's manufacturer or supplier will be applicable. The Organizer bears no liability relating to the prize once it is delivered.

**Conditions applicable to prize.** The prize is subject to the prize supplier's conditions and operating procedures.

## 6. DRAW

Date of Draw: October 14, 2014

Time of Draw: 4:00:00 p.m. Eastern Standard Time

The draw will take place at the Organizer's office at:

Groupe Quorum Inc.

5200, St. Patrick Street, #200

Montreal (Quebec)

H4E 4N9

Draw Details: Random draw among all entries received before Contest end date.

## 7. CLAIMING PRIZES

In order to be declared a winner, any selected entrants must:

a) be contacted via the social media platform used to enter (Facebook, Twitter or Instagram) within ten (10) days of the draw. Any selected entrant that the Organizer, having taken appropriate and reasonable measures, has not been able to reach within that time shall be disqualified, and there will be a new draw to award the prize. Selected entrants contacted via email must reply according to the instructions therein, if any. Any prize notification email with an "undeliverable message" shall result in the entrant's disqualification and the selection of a new entrant;

b) sign the Declaration and Release Form sent by the Organizer and return it to the Organizer within fifteen (15) days of its receipt;

c) have correctly answered a mathematical skill-testing question without assistance or mechanical aid;

d) provide photo ID in a timely fashion upon request;

e) claim his/her prize during business hours at the office of the Organizer, Groupe Quorum Inc., 5200 St. Patrick Street, #200, Montreal (Quebec), H4E 4N9, within 30 days of the Contest's end date.

Failure to comply with the conditions set out in these Rules or to accept his/her prize will result in the selected entrant's disqualification. In which case, the Contest Organizer may, at its discretion, cancel the prize or draw again from among the remaining eligible entries until an entrant is selected and declared the winner. If no entrant is declared the winner within sixty (60) days following the initial draw, the prize will be cancelled.

Within two (2) to four (4) weeks of receiving the duly completed and signed Declaration and Release Form, the Contest Organizer will contact the winners with information on how to collect their prize.

**Non-acceptance of a Prize.** A selected entrant's refusal to accept a prize under the terms of these Rules releases the Contest Organizer from any obligation related to awarding the prize to said person.

**Awarding of Prizes.** No prize shall be given until the winner is confirmed. Prizes are not transferable and must be accepted as awarded without substitution or cash in lieu, except at the Organizer's sole discretion. The Organizer reserves the right to substitute a prize (or part of a prize) of similar nature and equal value or, at its sole discretion, the cash value of the prize (or part of the prize) indicated in these rules.

**Prize Claiming Costs.** Winners are responsible for all costs and expenses incurred by them in claiming or using a prize.

**Limited Prizes.** In no event shall the Contest Organizer be required to award more prizes, or to award them otherwise than according to the Contest Rules.

## 8. GENERAL CONDITIONS

**Disqualification.** All Contest-related documents, including but not limited to, entry forms, scratch cards, Declaration and Release Forms, are subject to verification by the Contest Organizer. Incomplete, illegible, mutilated, fraudulent or deteriorated entries as well as entries containing printing or other errors or that have been tampered with, spoiled, modified, falsified, reproduced or illegally obtained shall be rejected. Entrants who do not comply with these rules, including, but not limited to, any entrant guilty or suspected of tampering with materials, entry forms, entry processing or the Contest's conduct or any technical or mechanical element of the Contest, of deliberately damaging Contest-related Web sites, Web pages or applications, of sabotaging the legitimate conduct of this Contest, of breaking these Rules, for example by using means that do not comply with the Rules or are unfair to other entrants (ex. exceeding the authorized number of entries), or of acting unfairly or to adversely affect, annoy, abuse, threaten or harass another person are liable to be excluded from this Contest and any future contests and promotions the Organizer may hold. ANY ATTEMPT BY AN ENTRANT OR OTHER PERSON TO DELIBERATELY DAMAGE A WEB SITE, EQUIPMENT, APPLICATION OR TECHNOLOGY USED FOR THE CONTEST OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST CONSTITUTES A VIOLATION OF CIVIL AND CRIMINAL LAWS. THE ORGANIZER RESERVES THE RIGHT, IN SUCH CASE, TO REPORT SAID PERSON TO THE AUTHORITIES AND DEMAND FROM SAID PERSON ALL DAMAGES ALLOWED BY LAW.

**Declaration and Release Form.** By entering or attempting to enter this Contest, any selected entrant releases and holds harmless the Contest Organizer, its parent company, any company, corporation, trust or other legal entity controlled by or affiliated to them, any Participating Store, the *Régie des alcools, des courses et des jeux*, Facebook in the case of a Facebook contest, their advertising and promotional agencies, the providers of prizes, goods or services for the Contest, as well as their respective directors, officers, owners, associates, employees, agents, representatives, successors and assigns (collectively the "Released Parties") from any and all liability relating to the Contest (participation, conduct, advertising, rules, etc.) or the prize (claim, use, etc.). In order to be declared a winner, selected entrants will have to sign a Declaration and Release Form confirming their compliance with the Contest Rules and this release of liability in favour of the Released Parties.

**Limitation of Liability.** Without limiting the generality of the above release, the Released Parties disclaim any and all liability for any of the following: (i) any misprint (or other error) found in the offer or documents regarding the administration of the Contest, including, but not limited to, errors in the promotion, official Contest Rules, announcement of the winner(s), awarding of the prize(s), or any malfunctioning of or problems or technical difficulties with any networks, phone lines, SMS systems, computer component, software or communication lines, loss or lack of network communications, or any transmission that is faulty, incomplete, incomprehensible or erased by any computer, server or service provider, software, virus, bug, PC failure, software and hardware configuration, or failed transmission of any email or other communication to the Contest Organizer or to an entrant for whatever reason, including any network congestion or web site crash that may limit a person's ability to participate in the Contest; (ii) late, lost, stolen, damaged, undelivered, improperly delivered, incomplete or inaccurate entries; (iii) failure to receive entries due to transmission problems or any other technical failure, including, but not limited to, the malfunctioning of any network, server, service provider, hardware or software, whether attributed to the sender or the recipient that may limit or prevent a person's participation in the Contest; (iv) any damages that may be caused, directly or indirectly, in whole or in part, notably to entrant's or other person's system or device, by any Web page, software or other download or by the transmission of any information concerning the Contest.

**Website.** The Contest Organizer does not guarantee that access to or use of the Contest Website <http://www.highlandslasalle.com> or social media platforms Facebook, Twitter, or Instagram will be uninterrupted during the Contest Period or error-free.

**Contest Cancellation, Suspension, or Modification.** The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, in whole or in part, should human intervention or an event occur, such as a system problem with registering all entries, that could alter or affect the administration, security, impartiality or conduct of

the Contest as provided in these Contest Rules, subject, if required, to the *Régie des alcools des courses et des jeux du Québec*'s approval.

**Termination of Participation in the Contest.** Should the Contest have to close, in whole or in part, before the end of the Contest Period, the Contest Organizer may, at its sole discretion, proceed with a random draw from among the eligible entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending this Contest.

**Personal Information.** By participating in the Contest, entrants consent to the collection, use, and disclosure of their personal information by the Organizer and/or its authorized agents for the purpose of administering the Contest and awarding prizes. In accepting a prize, a winner authorizes the Contest Organizer and its representatives to use, if need be, his/her name, address (city, province), voice, statements, photo, likeness and other representations and recordings for advertising purposes in all media including, but not limited to, the Internet, without further notice or compensation. Each entrant may be required to sign a document to that effect.

**Intellectual Property and Copyright.** In submitting a photo, composition, design or other work (the "Work") for this Contest, the entrant guarantees that the work is free of third-party rights and that the entrant holds all required rights to submit the Work and authorizes, including, but not limited to, its use, modification, transfer, adaptation, publication, communication, or distribution in any format, media or technology whatsoever, including, but not limited to, television, information technology, wireless or online. The entrant agrees to provide, upon request, proof that he/she holds the copyright/intellectual property rights to the Work and indemnify and hold harmless the Contest Organizer from and against all claims, actions, and proceedings arising from any use of the Work.

**Ownership.** All Contest-related information and documents, including but not limited to, entry forms, scratch cards, and Declaration and Release Forms, information of a technical or operational nature or regarding designs, information systems, software, logos, trademarks and intellectual property are and remain the sole property of the Contest Organizer. None of the information or documents will be returned to entrants.

**Entrant Identification.** For the purpose of the Contest Rules, the entrant is the person whose name appears on the entry form, and the prize will be awarded to this person if he/she is selected and declared a winner. In the event of a dispute regarding the identity of the person who submitted an entry form, it will be deemed to have been submitted by the authorized account holder associated with the email address provided at the time of submission. "Authorized account holder" is defined as the natural person to whom an email address is assigned by an Internet or online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

**Contest Organizer's Decisions.** Any decision by the Contest Organizer or its representatives regarding the Contest is final and without appeal, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* on any issue under its jurisdiction.

**Disputes/Residents of Quebec.** A dispute pertaining to the organization or conduct of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux du Québec* for a ruling. A dispute pertaining to the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.

***Régie des alcools, des courses et des jeux.*** The *Régie des alcools, des courses et des jeux du Québec* is not associated in any way with the Contest and can in no way be held liable for any issue regarding the Contest.

**Facebook, Twitter, and Instagram.** If the Contest is hosted on Facebook, Twitter, or Instagram, by entering, Contest entrants confirm that they hold harmless Facebook, Twitter, and Instagram from and against all liability and damages whatsoever arising from their participation in the Contest and acknowledge that the Contest is in no way sponsored, approved or administered by or associated with Facebook, Twitter, or Instagram. Information provided by entrants is provided to the Contest Organizer and not to Facebook, Twitter, or Instagram.

**Miscellaneous.** By entering the Contest, entrants agree to be bound by the Contest Rules and the decisions of the Organizer, which are final and without appeal in all matters, including, but not limited to, decisions regarding entry eligibility or disqualification and awarding of prizes. The Contest is subject to all applicable laws and regulations. Only selected entrants will be contacted. If a section of the Contest Rules is declared invalid or unenforceable by a court of competent jurisdiction, that section shall be considered invalid; all unaffected sections will remain valid.

**Contest Rules.** The Contest Rules are available at <https://www.facebook.com/highlandslasalle> or at <http://www.highlandslasalle.com>.

