

## **CELEBRATE CHEESE FROM COAST TO COAST CONTEST**

### **1. Eligibility**

- 1.1 To be eligible for this contest (the “Contest”), an individual must:
  - a. be a legal resident of Canada; and
  - b. be of the age of majority in his/her province or territory of residence or older at the time of entry.
- 1.2 Employees of Saputo Dairy Products Canada G.P. (the “Sponsor”) and its affiliates, subsidiaries, advertising and promotional agencies or parties engaged in the development, production and distribution of materials related to the Contest and the household members or immediate family of any of the above, are not eligible to the Contest. In these Contest rules “immediate family” means husband, wife, spouse, mother, father, brother, sister, son and daughter, whether or not they reside in the same household.
- 1.3 The Sponsor has the right to require at any time proof of identity and/or eligibility from the Participant (hereinafter defined) to allow him to participate in the Contest. Failure to provide such proof within a reasonable period of time could result in disqualification.
- 1.4 All information supplied to the Sponsor for the purpose of this Contest must be truthful, accurate and complete. The Sponsor reserves the right to disqualify any Participant should his Entry Form (hereinafter defined) comprise false, inaccurate or incomplete information.

### **2. Deadlines for entry**

- 2.1 The Contest begins on Monday, September 19, 2011 at 9:00 (U.T.C.) (the “Contest Starting Date”) and closes on Wednesday, November 30, 2011 at 23:59 (U.T.C.) (the “Contest Closing Date”) (together the “Contest Period”).

### **3. How to enter the contest**

- 3.1 The participant (the “Participant”) enters by filing out the online entry form (the “Entry Form”) on the Contest website at [www.celebratecheese.com](http://www.celebratecheese.com) (the “Contest Website”). The Contest Website is also accessible from a mobile device by reading the QR code that can be found on the Contest promotional materials in stores.

- 3.2 All Entry Forms must clearly state the following information: full name, daytime telephone number, province of residence and e-mail address. In order to submit this Entry Form, the Participant will also have to indicate that he acknowledges and accepts the terms of these Contest rules herein.
- 3.3 The Participant may treble his chances to win by using the “Refer a friend” feature on the Contest Website in order to send an email promoting this Contest to three (3) friends. The Participant may also treble his chances to win by sharing the information related to the Contest by using the Facebook feature “Like” which can be found on the Contest Website. For the purpose of the Prize draw, the Participant who used either the “Refer a friend” or the “Like” feature will be considered to have submitted three (3) Entry Forms. The Participant may not use both the “Refer a friend” and the “Like” features. Before sending a message directly to a friend, the Participant must make sure that the said friend agrees to receive a message promoting the Contest.
- 3.4 In the event of a dispute regarding any Entry Form, the Entry Form will be declared made by the authorized account holder of the e-mail address submitted at the time of the entry (i.e. the person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization that is responsible for assigning e-mail addresses for the domains associated with the submitted e-mail address).
- 3.5 There is no purchase necessary to enter the Contest. Only one Entry Form is permitted during the Contest Period, subject to paragraph 3.3. Each Participant must have a unique e-mail address.

#### **4. Prize winner selection**

- 4.1 Eleven (11) finalists (each a “Finalist”) will be selected by a random draw among all the eligible Entry Forms received via the Contest Website, by the Contest Closing Date. The draw will take place on Wednesday, December 7, 2011, (the “Draw Date”) at the place of business of Cossette Inc., 2100, Drummond Street, Montreal, Province of Quebec, at 10:00 AM (U.T.C.). The odds of being selected are dependent upon the total number of eligible Entry Forms received by the Contest Closing Date.
- 4.2 The first Finalist selected will receive the Grand Prize (defined hereinafter) and the other Finalists will receive Secondary Prizes (defined hereinafter).

- 4.3 Each Finalist will be notified by telephone or email on December 8, 2011. In the event the Finalist doesn't return the telephone call or email of the Sponsor's representative within five (5) business days, such Finalist will be disqualified and an alternate Finalist will be selected among all remaining eligible Entry Forms in accordance with paragraph 4.1. In the event the alternate Finalist doesn't return the telephone call or reply to the email of the Sponsor's representative, such alternate Finalist will be disqualified and the Sponsor will have the right, in its sole discretion, to withdraw the Prize (hereinafter defined).
- 4.4 To be declared the winner (the "Winner") and to receive his Prize (hereinafter defined), each Finalist will be required to execute a declaration and release form (the "Declaration and Release Form") acknowledging and confirming compliance with these Contest rules as well as the non-responsibility of the Sponsor and any other organization involved with the Prize or the Contest and their respective employees, for any injury, accident, loss or misfortune related to the Contest, Prize or awarding of the Prize. Each Finalist will also have to correctly answer, without assistance of any kind, the arithmetical skill-testing question appearing on the Declaration and Release Form.
- 4.5 The Declaration and Release Forms must be received by the Sponsor within two (2) weeks of the date of initial contact by telephone or email.
- 4.6 If the Sponsor doesn't received the Declaration and Release Form in the delay provided or if the Finalist doesn't correctly answer the arithmetical skill-testing question, the Sponsor will have the right, in its sole discretion, to withdraw the Prize that should have remitted to that Finalist.

## **5. Prize details**

- 5.1 There will be one (1) grand prize (the "Grand Prize") and ten (10) secondary prizes (each a "Secondary Prize") (collectively the "Prizes") awarded.
- 5.2 The Grand Prize consists in four (4) stays for two (2) persons of one (1) or two (2) nights, at the discretion of the Winner, in four (4) Fairmont hotels and resorts in Canada. The Grand Prize includes a maximum of six (6) nights for all four (4) stays. The Winner must not exceed the total value of the Grand Prize. The Fairmont hotels and resorts are:

➤ The Fairmont Empress;

- The Fairmont Banff Springs;
- The Fairmont Royal York; and
- The Fairmont Le Château Frontenac.

The Grand Prize includes:

- Economy class airfare for two (2) persons between the nearest international airport from the Winner's residence and nearest international airport of the first destination;
- Economy class airfare for two (2) persons between each destination;
- Economy class airfare for two (2) persons between the fourth destination and the nearest international airport from the Winner's residence;
- Taxi transportation between the Winner's residence and the nearest international airport from its residence;
- One thousand dollars in Canadian currency (CND \$1,000) of pocket money.

5.3 The approximate total value of the Grand Prize is nine thousand eight hundred and fifty dollars in Canadian currency (CND \$9,850). Eight thousand eight hundred and fifty dollars in Canadian currency (CDN \$8,850) will be remitted to Uniglobe travel agency. The Winner shall communicate with Uniglobe to make flights, hotels and restaurants reservations at the different Fairmont hotels and resorts.

5.4 Each Secondary Prize consists in twelve (12) coupons (value of CND \$10 each) for free Saputo's cheese.

5.5 The approximate total value of the each Secondary Prize is one hundred and twenty dollars in Canadian currency (CND \$120).

## **6. Additional Grand Prize details**

6.1 The travel must be booked at least sixty (60) days prior to the departure via Uniglobe (Harmeen Johal); 1 877 633-5855, (harmeen@uniglobe.com). The travel must be completed within the year following the awarding of the Grand Prize. The rates and

availability may vary during the busiest periods (high season and off-season).

- 6.2 The Winner must choose one (1) guest at his discretion. The Winner and his guest must travel together, depart from and return to the same Canadian international airport.
- 6.3 The Winner's guest must complete and execute the Declaration and Release Form acknowledging and confirming compliance with these Contest rules and the non-responsibility of the Sponsor and any other organization involved in the attribution of the Grand Prize or in the Contest and their respective employees for any injury, accident, loss or misfortune related to the Contest or the Grand Prize.
- 6.4 All travel and other expenses including but not limited to : identity cards, passports, transportation at each destination place, telephone, fax or cable charges, personal services and expenses such as laundry, room service, valet, gratuities, optional tours, insurance, medical travel documents and other incidental costs and any other costs not specifically included in the description of the Grand Prize in paragraph 5.2 are the responsibility of the Winner and his guest.
- 6.5 The travel tickets, vouchers and other information will be sent to the Winner by a courier company.

## **7. Additional prize details**

- 7.1 Each Prize must be accepted as awarded and may not be substituted or converted to cash. No substitution is possible, except in the Sponsor's sole and entire discretion. Any portion of the Prize not accepted by the Winner will be forfeited. The Sponsor will not be responsible if any event results in the cancellation of the Prize or if other factors beyond its reasonable control prevent the Prize or any part thereof from being fulfilled. The Sponsor makes no express or implied warranties of any kind with respect to safety, appearance or performance of any aspect of the Prize or Prize related activity. By accepting the Prize, the Winner acknowledges that the only warranties applicable to any aspect of the Prize, if any, are the warranties provided by the supplier of the Prize to the Sponsor that are transferable and/or the manufacturer's warranty. In no circumstance whatsoever, the Winner shall have any recourse against the Sponsor with respect to any warranty of the Prize.

## **8. General conditions**

- 8.1 All Entry Forms become the property of the Sponsor.

- 8.2 Any attempt to deliberately damage the Contest Website or any related website, or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. In such cases, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
- 8.3 Entry Forms are subject to verification and will be declared invalid if they are received outside the Contest Period or are illegible, incomplete, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way.
- 8.4 No correspondence pertaining to the Contest will be entered into except with the Finalists and the Winners.

## **9. Indemnification by participant**

- 9.1 By entering the Contest, a Participant:
- releases the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all liability for any injury, loss or damage of any kind to the Participant or any other person, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in this Contest, any breach of these Contest rules, or in any Prize-related activity;
  - agrees to fully indemnify the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all claims by third parties relating to the Contest, without limitation.

## **10. Conduct**

- 10.1 By entering this Contest, a Participant agrees to be bound by these Contest rules, which are posted on the Contest Website throughout the Contest Period. A Participant further agrees to be bound by the decisions of the Sponsor, which are final.
- 10.2 The Sponsor reserves the right, in its sole discretion, to disqualify any Participant it finds to be:
- violating these Contest rules;
  - tampering or attempting to tamper with the entry process or the operation of the Contest Website, or any related website;

- acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

## **11. Limitation of liability**

11.1 The Sponsor assumes no responsibility or liability for lost, delayed, destroyed or misdirected Entry Forms, emails, voicemails, responses, Declaration and Release Forms or for any computer, online, telephone, hardware, software or technical malfunctions that may occur.

11.2 The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest.

11.3 The Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux (the "Régie") in the Province of Quebec, to cancel, suspend or modify the Contest, should a virus, bug, computer problem, unauthorized human intervention or other cause beyond the Sponsor's control, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest.

## **12. Release/privacy/use of participant information**

12.1 By entering this Contest, a Participant agrees to:

- use of his personal information by the Sponsor for the purposes of administering the Contest and awarding the Prize;
- execute a Declaration and Release Form as described in these Contest rules; and
- use by the Sponsor of the personal information provided by the Participant. The Participant's personal information will not be provided to any third parties, other than as provided for in these Contest rules.

12.2 By accepting the Prize, the Winner grants permission to the Sponsor to use his name, photograph, likeness, voice, image and Prize information for promotional purposes without further compensation unless prohibited by law.

### **13. Intellectual property**

- 13.1 All intellectual property and all of the promotional materials, web pages and source code are owned by the Sponsor and/or its affiliates. All rights are reserved. Copying or unauthorized use of any copyrighted material or trade-mark without the express written consent of its owner is strictly prohibited.

### **14. Laws**

- 14.1 These are official Contest rules. This Contest is subject to federal, provincial and municipal laws and regulations. These Contest rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor.

### **15. Residents of Quebec**

- 15.1 Any litigation respecting the conduct or organization of the Contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of the Prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

### **16. Winners**

- 16.1 Within three (3) weeks of the Drawn Date, a list of the Winners' names will be posted on the Contest Website. The list will remain posted for a period of four (4) consecutive weeks.