

PUBLIC CONTEST  
“Stay cool all summer”  
Contest Rules

1. The “Stay cool all summer” Contest is being organized by Constellation Brands Québec Inc. (hereinafter the “Contest Organizer”). The Contest runs in Canada from 9:00 a.m. on April 24, 2017 to 11:59 p.m. (Eastern Time) on August 6th, 2017 (hereinafter the “Contest Period”).

**ELIGIBILITY**

2. The Contest is open to all residents of Québec who have reached the legal age for purchasing alcoholic products as of the beginning of the Contest Period. Employees, contract workers, agents and representatives of the Contest organizer, Cartier Communication agency and their subsidiaries, divisions, affiliates and parent companies, along with the suppliers of prizes, products or services related to this Contest and all other stakeholders who are directly related to the holding of this Contest, liquor permit holders, provincial liquor boards, the designated travel agent and the members of their immediate families (fathers, mothers, brothers, sisters, children), along with their legal or de facto spouses and all other individuals who live with said employees, representatives and agents are not eligible.

**HOW TO ENTER**

3. **No purchase required.** No purchase or payment is required in order to enter or win the Contest. To enter, participants must visit the website ([www.vinsenepicerie.ca](http://www.vinsenepicerie.ca)) in order to access the page that will allow them to enter the Contest. They must fill out the mandatory fields, one by one, by correctly entering their name, age, telephone number, Postal Code and e-mail address, and the number of the UPC (i.e.: the number below the barcode) of one of the participating products specially identified in the Contest (Moment Complice Strawberry-Mint, Moment Complice Apple-Ginger) and the response to the mathematical question that appears on the entry form. Participants must then confirm that they have read and understood these Contest Rules, and click on “Submit” in order to send their entry form by the CONTEST CLOSING DATE, which is 23:59 p.m. ET on August 6th, 2017, at the latest. A message confirming their entry into the drawing will appear, subject to verification of their eligibility. Participation is limited to one (1) entry per person per mailing address and per e-mail address during the Contest Period. The website will determine the date and time of the entry. The Contest Organizer shall not be held liable in the case of a technical error, failure of computer equipment or software, loss of data, delayed or damaged transmissions, failure of the computer or telephone network or inability to access the website.

**PRIZES**

4. A total of fifteen (15) prizes are available:

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4.1. Fifteen prizes (15): Each prize consists of one (1) Slush Machine with an approximate value of 169.99\$ each.

### **CONDITIONS RELATED TO THE PRIZES**

5. The following conditions apply to the prizes:

- 5.1. The winner must comply with all of the conditions described in these Rules;
- 5.2. The prizes will be sent by mail (regular service). The Contest Organizer is not liable for any delivery delays, lost shipments or theft during transport;
- 5.3. The prizes are covered by the manufacturer’s legal warranty, as applicable.

### **DRAWINGS**

6. The drawings will be held in Rougemont, at the offices of Constellation Brands Québec, inc. at 2:30 p.m. ET on August 8, 2017, at which time a random draw will be carried out from among all entries deemed eligible in compliance with Section 3, in order to award the prizes. The first fifteen participants who are selected at random will each receive one of the fifteen (15) prizes.

7. In order to be declared a Contest winner, a participant must have correctly answered the mathematical skill-testing question that appears on the entry form. Individuals who are selected as winners will be contacted by Constellation Brands Québec, inc. at the telephone number indicated on their entry form. Each participant is responsible for providing a telephone number at which they can be reached between 9:00 a.m. and 5:00 p.m. on weekdays. The names of the winners will be posted online.

### **CLAIMING PRIZES**

8. In order to be declared the winner of a prize, a participant must:

8.1. Be reached by telephone, in person, by Constellation Brands Quebec, inc. within ten (10) business days following the date of the drawing;

8.2. Comply with the conditions and entry limits stipulated in these Rules;

8.3. Fill out the Declaration and Waiver Form (hereinafter the “Declaration Form”) that will be sent to him/her, and return it to Constellation Brands Quebec, inc. within five (5) days following the date of reception, at the latest, using the method indicated by Constellation Brands Québec, inc. for the Contest;

8.4. Subject to the application of Section 12 (Substitution of prizes), have accepted the prize as described in these Rules, which cannot be transferred, modified or exchanged, in part or in whole, for cash or any other consideration;

8.5. Confirm that he/she has read, understood, complied with and acknowledges these Rules; and

8.6. Comply with all conditions applicable to the prize, and with these Rules.

## **GENERAL CONDITIONS**

9. **Verification.** All entries are subject to verification by the Contest Organizer. Any entry that is incomplete, fraudulent or transmitted after the closing date will be automatically rejected, and shall not give entitlement to a prize, and the Contest Organizer assumes no liability in this respect, or with respect to any loss, misdirected entry or communication error.

10. **Non-compliant entry.** The Contest Organizer reserves the right to disqualify any individual or cancel one or more entries from any individual who enters or attempts to enter this Contest by any means that contravenes these Rules or that is unfair to the other participants (e.g.: exceeding the permitted number of entries). Any such individual may be reported to the competent legal authorities.

11. **Acceptance of a prize.** All prizes must be accepted as described in these Rules, and cannot be transferred to another person, substituted for another prize or exchanged for cash, in part or in whole, subject to the stipulations of the following section.

12. **Substitution of prizes.** In the case where, for reasons unrelated to the winners, the Contest Organizer is not able to award a prize (or a portion of a prize) as described in these Rules, the Contest Organizer, at its sole discretion, undertakes to award a prize (or a portion of a prize) of similar nature and equivalent value, or to award the value of the prize (or the portion of the prize) indicated in these Rules in cash.

13. **Refusal to accept a prize.** The refusal of an individual who is selected at random to accept a prize in compliance with the conditions stipulated in these Rules shall release the Contest Organizer from any obligations related to said prize with respect to said individual.

14. **Limitation of liability – use of a prize.** All selected individuals release the Contest Organizer, Cartier Communication agency, their divisions, affiliates, related companies and parent companies and their respective employees, agents and representatives from any liability related to any damages they may suffer by reason of the acceptance or use of their prizes.

15. **Limitation of liability – operation of the Contest.** The Contest Organizer, Cartier Communication agency, their affiliates, related companies, parent companies and divisions, and their employees, agents and representatives shall not be held liable for any malfunction of any computer component, software or communication or telephone line in connection with any defective, incomplete, incomprehensible or deleted transmission from any computer or network that may hinder or prevent any individual from entering the Contest.

**16. Modification.** The Contest Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Contest, in whole or in part, in the case of any event, error or human intervention that may corrupt or affect the administration, security, impartiality or operation of the Contest as described in these Rules, subject to approval from the *Régie des alcools, des courses et des jeux du Québec*, if required. In any case, the Contest Organizer, its affiliates, related companies, parent companies and divisions, their advertising and promotional agencies, the suppliers of products or services related to this Contest and their respective employees, agents and representatives shall not be required to award more prizes than those indicated in these Rules or to award any prizes in any manner other than in compliance with these Rules.

**17. Inability to act – labour conflict.** The Contest Organizer, Cartier Communication agency, their employees, their affiliates, related companies, parent companies and divisions and their respective employees, agents and representatives shall assume no liability of any nature whatsoever in any case where they are unable to act as the result of any fact or situation outside of their control or a strike, lock-out or any other labour conflict within their establishment or within the establishment of organizations or companies whose services are used with respect to the operation of this Contest.

**18. Limitation of liability – entry.** By entering or attempting to enter this Contest, each individual releases the Contest Organizer, its affiliates, related companies, parent companies and divisions, their advertising and promotional agencies and their respective employees, agents and representatives from any liability related to any damages they may suffer in connection with entering or attempting to enter this Contest.

**19. Authorization.** By entering this Contest, the winners authorize the Contest Organizer, along with its partners and representatives, to use their names, photographs, images, declarations concerning prizes, places of residence and/or voices, as required, without compensation of any kind, at their complete discretion and without limit with respect to the period of use, in any media and throughout the world, for promotional purposes or for any other purpose they deem relevant.

**20. Communication with participants.** With the exception of individuals who are selected to win a prize, no communication or correspondence shall be exchanged with participants within the context of this Contest (except when entering the Contest).

**21. Decisions of the Contest Organizer.** All decisions made by the Contest Organizer or its representatives in connection with this Contest are final and without appeal, subject to any decision made by the *Régie des alcools, des courses et des jeux du Québec* in connection with any issue that falls under its jurisdiction.

**22. Dispute.** Any dispute related to the organization or operation of a promotional Contest can be submitted to the *Régie des alcools, des courses et des jeux du Québec* in order to reach a resolution. Any dispute related to the awarding of a prize can be submitted to the *Régie* solely for the purpose of intervention in an attempt to reach a settlement.

**23. Identification of participants.** For the purposes of these Rules, the participant is the individual whose contact information is indicated on the entry form. This individual will be asked to solve the mathematical skill-testing question, and the prize will be awarded to this individual if he/she is selected and declared a winner.

**24. Rules.** The Rules are available upon request and on the Contest section of the website ([vinsenepicerie.ca](http://vinsenepicerie.ca)).

**25. Personal information.** Any personal information pertaining to participants that is collected in connection with this Contest shall be used solely for the administration of this Contest, and shall be subject to the Privacy Policy. No commercial or other communication that is not related to this Contest shall be sent to any participant by the Contest Organizer or the Cartier Communication agency, unless the participant has previously authorized the sending of such communication.

**NOTICE:**

In case of discrepancies between the English version of the Contest rules and the French version, the French version will prevail.