

VIDÉOTRON LTD.

CONTEST RULES

“ONLINE BILLING”

The “ONLINE BILLING” contest is held by Videotron ltée. It takes place in Quebec and starts at 7:30 p.m. on November 9, 2009 and ends at 11:59 p.m. on January 8, 2010.

Eligibility

This contest is open exclusively to residents of Quebec 18 years of age and over, with the exception of employees, agents and representatives of Quebecor Média inc., its advertising, public relations and/or promotional agencies, its affiliates, any person associated with the contest, as well as their immediate family members (father, mother, brothers, sisters, children), their legal or de facto spouses, and any persons with whom such employees, representatives or agents are domiciled.

How to enter

- Via www.videotron.com/onlineinvoice, to first register for online billing. Once the online form is completed, the contestants are registered for the contest automatically.
- The chances that a contestant's entry will be selected at random depend on the number of entries registered and received in accordance with these Rules.
- **No purchase required.** To enter without registering for the Customer Profile, write down your full name, address and telephone number on a piece of paper and describe the advantages of a subscription to Vidéotron Customer Profile in ten (10) lines. Send your entry in before November 30, 2009, to the attention of: Office of the Vice-President, Brand Management and Content, 612 Rue Saint-Jacques, 7th Floor North, Montreal, Quebec H3C 1C8

Prizes

The value of the prizes will total \$800.

The draws will take place from January 4 to 8, 2010.

Details:

Home Depot:

Gift cards

IGA:

Gift cards

VIA Rail:

Travel credit

ChuChai Restaurant:

Gift certificate (i.e. dinner for two)

Nature Museums:

Passes for what is currently being presented at the Biodôme, Planetarium, Botanical Garden and the Insectarium.

Archambault:

Selections of books and CDs

Claiming a prize

To be declared a winner, the person selected must be reachable by contest organizers within five (5) days of the random draw. Failure to comply with one or more of the conditions mentioned in the above paragraph or with any condition provided for in these contest rules shall result in the selected entrant being automatically disqualified. A new draw for the prize will then be held in accordance with these contest rules until an entrant is drawn and declared a winner.

General conditions

- For the purposes of these rules, the entrant is the person whose name appears on the Videotron account. In the case of an entry without online billing subscription, the entrant is the person who has entered the contest. This is the person who will be declared a winner and to whom the prize will be awarded.
- Entries are subject to verification by contest organizers. Any fraudulent entry will be automatically rejected and barred from all prizes. The organizers' decision in this respect is final and binding.
- The prize must be accepted as described in these rules and may not be substituted for another prize or exchanged in whole or in part for cash. The refusal of any randomly selected entrant to accept a prize in accordance with the terms set out in these rules frees the contest organizers from any obligation toward the entrant concerning the prize.
- The Prize will be transmitted from January 11 to 15, 2010 inclusive. In the event that it is impossible to deliver the Prize to the Winner for any reason whatsoever, the said Prize shall be claimed at the Organizers' offices no later than five (5) days after the transmission period described herein, failing which its award will become null and void. If applicable, no new draw will be held for the Prize and it simply will not be awarded.
- Should the prize or a portion of the prize not be awarded for reasons beyond the control of the contest's organizers and not linked to the winners, the contest's organizers shall undertake to award a prize of the same nature and of an equivalent or greater value or, at their discretion, the value of the prize in currency.
- By entering this contest or trying to do so, a person releases the contest organizers, the participating retailers, their advertising and promotional agencies, employees, agents and representatives from any liability for damage he or she might incur as a result of entering the contest or trying to do so.

The winning entrant releases Quebecor Média inc., its subsidiaries, its advertising and promotional agencies, and its employees, agents and representatives from any damage he or she might incur as a result of accepting or using the prize. Prior to claiming his or her prize, a winning entrant undertakes to sign, if required, a statement of waiver of liability.

- By entering this contest, each winner authorizes the contest organizers and their representatives, if required, to use his/her name, photograph, image, statement about the prize, place of residence and/or voice for advertising purposes, with no remuneration whatsoever.
- In the event that a prize (or part of a prize) described in these rules cannot be awarded due to reasons beyond the contest organizers' control and unrelated to the winners, the contest organizers undertake to award a prize of a similar type and equivalent or higher value or, at their discretion, the prize value in cash.
- For the purposes of these rules, the contestant is the person whose name appears on the Vidéotron illico account. In the case of a Web entry, the contestant is the person entered in the contest. This is the person to whom the prize will be awarded if that person is selected and declared a winner.
- By entering this contest, the winner authorizes the organizers and their representatives to, if required, use his or her name, photo, likeness, statement regarding the prize, place of residence and/or voice for publicity purposes without any form of compensation.
- The contest organizers and their sponsors decline all liability with respect to the malfunction of any computer component, software or any means of communication, related to the loss or absence of network communication, related to any faulty, incomplete, incomprehensible or deleted transmission by any computer or network, and which could prevent or limit the possibility of any person from participating in the contest.
- The contest organizers and their sponsors also decline all liability for any damage or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any Internet page or software, and by the transmission of any data related to contest participation. The contest organizers are not liable for damage caused to a user's system resulting from his/her entry in the contest or from downloading information needed to enter the contest.
- Subject to approval from the *Régie des alcools, des courses et des jeux du Québec*, the contest organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this entire contest in the event of a computer virus, unauthorized human intervention or any other cause beyond the organizers'

control which could corrupt or affect the administration, security, impartiality or normal running of the contest.

- The “No purchase required” entries distributed for this contest are the property of the contest organizers and will in no event be returned to contestants. No communication or correspondence will be exchanged with contestants, except with the persons selected as prize winners.
- In the event that the Prize includes a warranty, each winner acknowledges that the one and only warranty that applies is the warranty of the manufacturer and/or the retailer and/or the maker of the Prize, as the case may be.
- A copy of the rules can be obtained by sending a postage-paid self-addressed envelope to the following address: **ONLINE BILLING** contest, Vice-présidence, Marque et contenu, 612 Saint-Jacques Street, 7th floor North, Montreal (Quebec) H3C 1C8
- Any disputes regarding the organization or running of a promotional contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of the prize may be submitted to the *Régie* for the sole purpose of helping the parties try to reach a settlement.
- If, during or after the contest, a person declared a winner proves to be ineligible according to the stated rules of this contest, Vidéotron reserves the right to disqualify this person and make a random draw of another person who entered the contest and who met the required eligibility criteria.
- Within the framework of this contest, the organizers ask the contestants for Personal Information for the sole purpose of determining the winners. The Personal Information will be retained only during the period necessary or useful for the specified purposes of the contest or according to the requirements of the Act. Know that the organizers will in no case sell any information or Personal Information to anyone, nor will they transmit such information to organizations, including our affiliates. Information given voluntarily may be communicated to our partners who have established this Contest.