

**COOL! Contest**

When you order a movie from illico's COOL! section, you are entered for a chance to win a pass to *That*

*Awkward Moment*

**CONTEST RULES**

1. The **COOL! Contest** (hereinafter referred to as the "**Contest**") is sponsored by Videotron S.E.N.C. (hereinafter referred to as the "**Sponsor**"). The Contest begins on January 7, 2014 at 12:01 a.m. and ends on January 20, 2014 at 11:59 p.m. (EST) (hereinafter referred to as the "**Contest Duration**"). All times indicated are Eastern Standard Time (EST).

**ELIGIBILITY**

2. The Contest is open to Québec residents aged 13 or over, excluding employees, agents and/or representatives of the Sponsor, its affiliates, its promotional and/or advertising agencies, partners and other service providers associated with the Contest, as well as any person residing with, or who is a member of the immediate family of such an employee, agent and/or representative. For the purpose hereof, "**immediate family**" refers to the father, mother, brother, sister, child, husband, wife or common-law spouse of such an employee, agent and/or representative.

**HOW TO ENTER**

3. For a chance to win one of five pairs of passes to attend the premiere of the film *That Awkward Moment* you must:

Order a movie from illico's COOL! section on channel 900, on the web at illico.tv or on your mobile. When you buy a movie, you will automatically be entered into the Contest.

To be declared a winner, each participant whose entry form has been randomly selected must correctly answer the mathematical skill-testing question that appears on the liability waiver that will be sent to them (each selected participant hereinafter referred to, collectively or individually, as "**Winner**", in accordance with the terms and conditions stipulated in the current agreement).

Participants will be entered for a chance to win each time they order a movie from illico's COOL! section on channel 900, on the web at illico.tv or via mobile (in SD or HD format). Limit of one prize per customer account or civic address.

No purchase necessary.

Anyone can participate in the Contest as follows: They must send a 100-word letter in which they explain why they deserve one of the prizes and must include their contact information (name, address, phone number, email address) to the following address:

612, St-Jacques, (16th floor)  
Montréal (Québec)  
H3C 4M8

### **DRAWING**

4. The winner will be drawing at random at the offices of the Sponsor, located at 612, rue Saint-Jacques in Montréal (Québec). The drawing will be done in accordance with the Contest Rules. The drawing will take place on:  
  
January 22, 2014 at 10:00 a.m. (total of 5 prizes to be won)
5. Limit of one prize per person per customer account or civic address.
6. The odds that an entry is selected at random depend on the number of entries received in accordance with paragraph 4, above.

### **PRIZES**

7. 5 winners will be randomly selected from all the valid entries received during the Contest Duration. These five winners will each be given a pair of double passes (in e-ticket form) to attend the movie premier of *That Awkward Moment* Courtesy of Videoville, worth \$9.90. The approximate total value of all prizes awarded in the Contest is \$ 99.90\$ CDN, including taxes.
8. The following conditions apply:
  - a. All fees or costs other than those listed above shall be borne by the winner; and
  - b. If the entire or any portion of the prize is not used, no compensation will be given; and
  - c. The prize is non-transferable, non-refundable, non-exchangeable and non-redeemable for cash; and
  - d. The Sponsor will inform each of the Winners by email and/or telephone as to how to claim their prize; and
  - e. The tickets will be sent by courier to the address indicated on the entry form. If it is impossible to deliver the prize to the winner (for any reason whatsoever), said prize must be claimed by the Winner at the Sponsor's offices within two (2) days, at the latest, after the delivery period described herein. Failure to do so will result in the prize becoming null and void; and
  - f. If the prize includes a warranty, the Winner must acknowledge that the sole and unique warranty that applies is that of the manufacturer and/or retailer and/or maker of the prize, if any.

### **PRIZE CLAIM**

9. To be declared a Winner, the participant whose entry is selected in the prize drawing must:
  - a. Meet the entry and eligibility criteria herein. Failure to meet one or more of these criteria will lead to automatic disqualification and another drawing will take place to determine a new Winner; and
  - b. Be reachable by the Sponsor within fifteen (15) days after the drawing. It is each person's responsibility to provide a valid telephone number where they can be reached from 9 a.m. to 5 p.m. Should the Sponsor be unable to contact a participant regarding one or more of the drawings for any reason whatsoever within the fifteen (15) days following the drawing, the Sponsor will proceed with as many new drawings as necessary among the entries received in order to award the prize; and
  - c. Accept the conditions relating to the prize for which they have been selected, and complete and sign a declaration and liability waiver (the "**Form**") as sent by the Sponsor and return it, duly completed and signed, within two (2) days after its reception. If the signed Form is not received within this time period, the selected participant will not be declared a Winner and will not be awarded their prize; and
  - d. In the event that a person selected at random refuses to accept a prize according to the terms herein, the Sponsor is released from any obligation toward this person with respect to the prize.
  - e. In the event a minor wins a prize or is a guest, the legal guardian or the person having parental authority will have to sign the Declaration Form and accept, if applicable, the prize for, and on behalf of, the minor.

#### **GENERAL CONDITIONS**

10. Any Winner selected releases the Sponsor and its affiliated companies, their advertising or promotional agencies and, respectively, their shareholders, directors, representatives, employees and agents, as well as any other service providers involved in the Contest, from any damages they may suffer arising from the acceptance or use of the prize or relating to the prize and/or the Contest. To be declared a Winner and before claiming their prize, the participant must agree to complete and sign a Declaration Form to this effect, otherwise they cannot be awarded the prize.
11. By entering or attempting to enter this Contest, a person automatically releases the Sponsor, its affiliates, its advertising and promotional agencies, employees, agents and representatives from any damages they may suffer arising from their entry or attempt to enter the Contest.
12. Any prize must be accepted as-is and cannot be transferred, substituted for another prize or exchanged, in whole or in part, for cash. If ever, for reasons beyond its control and not associated with the Winner, the Sponsor cannot award the prize as described herein, the Sponsor reserves the right to award a prize (or a portion of the prize) of the same kind and of equal value or, at its sole discretion, the cash value of the prize (or a portion of the prize) indicated herein.
13. The Sponsor assumes no liability of any kind in case its inability to act results from a circumstance or situation that is beyond its control, or from strikes, lockouts or other labour disputes in its establishment or in the establishments of organizations and companies whose services are contracted for the Contest.
14. By entering the Contest, the Winner authorizes the Sponsor and/or their partners and their representatives to use, if required, their name, photograph, city, voice, image and statements regarding their prize without compensation for advertising purposes or any other purpose deemed relevant, at their discretion and

without limit as for the period of use, in any media and on a worldwide scale. Furthermore, the Winner consents to the publication of their first name and city of residence on the Contest website without compensation.

- 15.** The Sponsor assumes no liability for incomplete or incomprehensible contact information. The Sponsor reserves the right to disqualify any entry that is incomplete, illegible, mutilated or that contains a human or mechanical error in addition to reserving the right to draw another entry form.
- 16.** Any customer file or registration attempt using a computer, by electronic means or any other means contrary to the spirit of the Contest (e.g. hacking, mass emailing, etc.) shall automatically be disqualified and may be referred to the appropriate legal authorities. Any automated entry shall be identified and disqualified.
- 17.** The Sponsor assumes no liability for any problem including, but not limited to: a technical malfunction of the telephone network or lines, online computer systems, servers or providers, computer equipment, software or any other problem resulting directly or indirectly from a virus, computer worm, bug or failure while sending emails to the Sponsor for any reason, including, but not limited to, traffic on the Internet network or a website, or a combination of the two. The Sponsor and other agents and/or representatives cannot be held liable for any damage to participants' computer hardware following their entry in the Contest.
- 18.** Upon obtaining the approval of the Régie des Alcools, des Courses et des Jeux du Québec, if required, the Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Contest, in whole or in part, in case an event, technical error or human intervention corrupts or disrupts the administration, security, impartiality or normal course of this Contest as provided herein. In all cases, the Sponsor, advertising and promotional agencies, providers of services or prizes relating to this Contest, as well as their employees, agents and representatives, cannot be required to award more prizes than those stated herein or to award prizes other than provided herein. Furthermore, the Sponsor is not liable for technical errors or difficulties resulting from server, hardware or software malfunctions, transmission problems, loss or alteration or modification of data sent by participants.
- 19.** All decisions of the Sponsor or those of their representatives regarding the Contest are final and binding, and are subject to any decision by the Régie des Alcools, des Courses et des Jeux Du Québec in relation to matters under its jurisdiction.
- 20.** Any litigation concerning the organization or conduct of a publicity contest may be submitted to the Régie des Alcools, des Courses et des Jeux for a ruling. Any litigation associated with the awarding of a prize may be submitted to the Régie des Alcools, des Courses et des Jeux only for mediation purposes.
- 21.** The names of the Contest Winners will be available at the Sponsor's offices between 9 a.m. and 5 p.m., maximum two (2) days following the drawing and for a minimum of ten (10) days.
- 22.** Contest rules are available throughout the Contest Duration at the Sponsor's offices at 612, rue Saint-Jacques in Montréal, Québec, and on the Sponsor's Website .

23. Any intellectual property and promotional material, Web pages and source codes are the property of the Sponsor or its affiliates. All rights reserved. Reproduction or unauthorized use of material protected by copyright or trademark without the express written consent of its owner is strictly prohibited. The entry forms are the property of the Sponsor.

**PROTECTION OF PERSONAL INFORMATION**

24. For the purpose of the Contest, the Sponsor requests the participants' personal information solely in order to determine the Winner. Personal information will only be kept for the period necessary or useful to the Contest or as required by law. Note that the Sponsor will in no case sell information, personal or otherwise to anyone, no more than it will deliver such information to organizations, including our affiliated companies. Information provided voluntarily may be conveyed to our partners organizing the Contest.