SMART MOVE CONTEST
ENTRY RULES

1. The contest **SMART MOVE** (hereinafter referred to as the "**Contest**") is sponsored by (Videotron s.e.n.c) (hereinafter jointly referred to as the "**Sponsor**"). The Contest begins on April 6, 2016 at 12:01 a.m. and ends on July 6, 2016 at 11:59 p.m. (EST) (hereinafter referred to as the "**Contest Duration**"). All times indicated in the rules (hereinafter referred to as the "Contest Rules") are in Eastern Standard Time (EST).

ELIGIBILITY

2. The Contest is open to Québec residents aged 18 or over, and who subscribed to Videotron between April 6, 2016, at 12:01 a.m. and July 6, 2016, at 11:59 p.m. (new customers), as well as current Videotron customers who informed Videotron of a change of address before July 6, 2016, at 23:59 p.m. (EST). 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 are excluded from the contest. For the purpose hereof, "**immediate family**" refers to the father, mother, brothers, sisters, children, husband, wife or common-law spouse of an employee, agent and/or representative.

HOW TO ENTER

3. To enter the Contest, you must:

3.1. Subscribe to a Videotron service or inform Videotron of a change of address as follows:

- By filling in a request for a call-back or by completing the form available at http://www.videotron.com/residential/moving
- By calling Customer Service
- By going to one of our points of sale

All customers who inform us of their change of address are automatically entered in the Contest. All new customers who agree to a new service agreement with Videotron during the contest period, i.e. from April 6, 2016, at 12:01 a.m. to July 6, 2016, at 11:59 p.m. (EST), will be automatically entered in the Contest.

3.2. To be declared a winner of the Contest, the winner (hereinafter referred to as "the **Winner**") whose name has been drawn as outlined in these Contest Rules must have correctly answered the Mathematical Question.

3.3. Only one (1) email address may be used per person. Limit of one entry per person, per civic address, per email address and per telephone number.

3.4. No purchase necessary.

3.5. Any person can participate in the Contest by sending their contact details (first name, last name, address, phone number, email address) and a 100-word letter explaining why they deserve to win one of the Prizes, to the following address:

SMART MOVE CONTEST
Marques et médias interactifs
612 rue Saint-Jacques, 7e Floor North
Montreal (Quebec) H3C 4M8

DRAW

4. Entries will be drawn at random at the Sponsor's offices at 612, rue Saint-Jacques in Montréal, Québec, in order to draw a winner among all the entries that qualify under these Contest Rules. The draws will take place at the following dates and times:

- May 10, 2016 at 10 a.m. (EST)
- June 10, 2016 at 10 a.m. (EST)
- July 11, 2016 at 10 a.m. (EST)

All participants who do not win a draw shall automatically be entered in the next draw.

Limit of one Prize per person per civic address per participant for the duration of the Contest.

The odds that an entry is selected at random depend on the number of entries received in accordance with the Entry Rules herein.

PRIZES

5.1 THREE (3) winners will each receive new LG appliances (steam washer, electric steam dryer) worth approximately CAD 2,699,98, before taxes (hereafter referred to as the "**Prize**").

Each Prize includes:

- A TURBOWASH™ washer with an ultra-large capacity of 5 sq. ft. and equipped with NFC technology (a CAD 1,349.99 value);
- A STEAMDRYER™ dryer with an ultra-large capacity of 7.4 sq. ft. and equipped with NFC technology (a CAD 1,349.99 value).

The total value of prizes awarded during the Contest is $8,099,94.

5.2 The delivery of the appliances is included in the Prize.

5.3 The installation of the appliances is not included in the Prize.

6. The following conditions apply to the Prizes:

a. All fees or costs other than those listed above shall be borne by the Winners; and

b. If all 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 receive and claim their Prize; and

e. The Prizes will be sent by the manufacturer to the address entered on the Entry Form only and in the ninety (90) days following the end of the Contest. The Winner may not request that the prize be delivered to an address other than the one entered on the Entry Form. If it is not possible 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 Winners have been contacted about their win, failing which the prize will become null and void. Where necessary, the Prize will not be redrawn and will simply not be awarded; and

f. If the Prize includes a warranty, the Winners 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. The Organizer shall not be held responsible in this regard; and

g. Any Prize must be accepted as described in the present Entry Rules and cannot be transferred to another person, substituted for another prize nor exchanged in part or in whole for a sum of money. In the event where, for reason not related to the Winners, the Sponsor cannot award a Prize (or part of the Prize) as described in these Contest Rules, they reserve the right to award a Prize (or part of a Prize) of the same nature and of equivalent value or, at their sole discretion, the cash value of the Prize (or part of the Prize) as outlined in these Contest Rules.

h. The Winner shall recognize and accept that the Prize does not include the installation of the appliances. The installation of the washer-dryer set is the sole responsibility of the Winner.

PRIZE CLAIM

7. To be declared a Winner, the participants whose entry is selected in the Prize draw must:

a. Meet the entry and eligibility criteria herein, including providing the correct answer to the Mathematical Question. Failure to meet one or more of these criteria will lead to automatic disqualification, and another draw will take place to determine a new Winner; and

b. Be reached by the Sponsor within the thirty (30) days following the draw. 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 an entrant selected during one or more of the draws for any reason whatsoever within the thirty (30) days following the draw, the Sponsor will proceed with as many new draws as necessary from the entries received in order to award the Prize; and

c. Accept the conditions relating to the Prize for which he or she was 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 of its reception. If the signed Form is not returned within this time period, the selected entrant will not be declared a Winner and will not be awarded his/her 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 that a Winner is a minor or is a guest, the guardian or person with parental authority will have to sign the Declaration Form and accept, where applicable, the Prize for and on behalf of the minor.

GENERAL CONDITIONS

8. Any Winner 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 (hereinafter referred to as the "**Releasees**"), from any responsibility relating to damages they may suffer arising from having accepted or used the Prize or relating to the Prize and the Contest. To be declared a winner and before obtaining their Prize, any person selected agrees to complete and sign a Declaration Form to this effect, otherwise they cannot be awarded the Prize.

9. By entering or attempting to enter this Contest, a person automatically releases the Sponsor, its affiliated companies, 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.

10. The Sponsor assumes no liability of any kind in all cases where 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.

11. By entering the Contest, the Winners authorize the Sponsor to use, where required, his/her name, photograph, city, voice, likeness and statements regarding his/her 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 Winners consent to the publication of their first name and city of residence on the Contest website without compensation.

12. The Releasees assume no liability for incomplete or incomprehensible contact information submitted by Entrants in the Contest. The Sponsor reserves the right to disqualify any entry that is incomplete, illegible, mutilated or that contains a human or mechanical error, and to draw another entry form.

13. Any customer file or registration attempt using a computer, 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.

14. 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.

15. 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 those provided herein. Furthermore, the Sponsor is not liable for technical errors or difficulties resulting from server, hardware or software malfunctions, transmission problems, or the loss, alteration or modification of data sent by participants.

16. All decisions made by the Sponsor or its representatives regarding the Contest are final and binding, subject to any decision by the Régie des Alcools, des Courses et des Jeux Du Québec in relation to matters under its jurisdiction.

17. Any litigation as to 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 the purpose of helping the parties reach a settlement.

18. The names of the Winners will be available between 9 a.m. and 5 p.m. at the Sponsor's offices, two (2) days after the draw, at the latest, and for a minimum of ten (10) days following the draw.

19. Contest rules are available throughout the Contest Duration at the Sponsor's offices at 612, rue Saint-Jacques, Montréal, Québec, and on the Sponsor website.

20. 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 and will at no time be returned to the entrants.

21. In the event of any discrepancies between the English and French versions of these Contest Rules, the French version shall prevail.

PROTECTION OF PERSONAL INFORMATION

22. For the purposes of this Contest, the Sponsor is requesting participants' personal information solely for the purposes of determining the Winner. Personal information will only be kept for the period necessary or useful to the Contest's determined purposes or as required by law. Note that the Sponsor will not, under any circumstances, sell information, personal or otherwise, to anyone whomsoever, no more than it will deliver such information to organizations, including our affiliated companies. Information provided voluntarily may be conveyed to our partners organizing this Contest.