



2012 PUBLICITY CONTEST MONTREAL INTERNATIONAL AUTO SHOW RULES

January 2012 (Version 1)

The Contest of the Montreal International Auto Show is organised by Le Salon International de l'Auto de Montréal Ltée (Hereinafter referred to as the Organiser)

Contest Rules (7 pages)

1. 1ST GRAND PRIZE DRAW – 2012 JEEP WRANGLER SAHARA EDITION

1.1 Be at least 18 years old.

1.2. There is 3 ways to participate

(a) BY VISITING THE 2012 AUTO SHOW

Complete the official contest coupon available at the Show Office in the Palais des congrès de Montréal, (1001, Place Jean-Paul-Riopelle) and inside the 2012 Montreal International Auto Show, from Friday, January 2012 until Sunday, January 22, 2012, before 7:00 p.m. or until printed quantities last (200,000 copies). No purchase necessary.

No facsimile and/or mechanical reproduction will be accepted as a contest coupon in the present contest.

Completed coupons must be dropped in the boxes set up for this purpose at the 2012 Montreal International Auto Show, at the Palais des congrès de Montréal, from Friday, January 2012 until Sunday, January 22, 2012 before 7:00 pm.

Participants have until 7:00 p.m. on Sunday, January 22, 2012 to participate, at which time the contest will close. Eligible coupons will be deposited in one of the contest boxes at the 2012 Montreal International Auto Show, at the Palais des congrès de Montréal, no later than 7:00 p.m., Sunday, January 22, 2012. Only one (1) entry per participant per day is possible at the Show.

One (1) daily draw will be done at the Show among the content of each contest box. A person duly mandated for this purpose will each day draw a name to choose nine (9) finalists from the show who will be added to the ten (10) finalists from La Presse and the ten (10) finalists of 105,7 Rythme FM, and the ten (10) finalists from 96,9 CKOI and the ten (10) finalists of 98,5 FM for a total of 50 finalists.

In order to be a finalist, the person selected must correctly answer the mathematical skill-testing question written on the contest coupon. The answer must be clearly marked. The question is: $70-23+2012 = _60$.

(b) BY READING LA PRESSE (LAPRESSE.CA)

To participate, simply fill up the registration form available from the La Presse website: <http://www.lapresse.ca/concours> between January 8th and 19th 2012. You will then get an entry.

No purchase necessary. Even if you need an online access and an email account to participate, no purchase is necessary to enter. Many public libraries, retail businesses and others offer free access to computers available to the public and some Internet service providers and other companies offer free email accounts.

Deadline: A limit of one (1) entry per participant and per email address per day.

If the identity of an entrant is disputed, the authorized account holder of the email address used at the time of entry will be determined as the participant. The person to whom an email address has been assigned by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address is considered the owner authorized account.

Verification of Entries. The validity of any entry is subject to verification by the partners. Any unreadable, incomplete or fraudulent manner will be disqualified. Any member or any person attempting to participate in a way contrary to official rules or otherwise interfere with the operation of this contest or is likely to be unfair to other participants or potential participants will be disqualified. All decisions of Contest judges who may be employees or independent organizations, including without limitation those concerning the eligibility or disqualification of entry and participation is final. All entries become the property of partners and none will be returned.

Prizes / Winners. By entering this Contest, each entrant acknowledges that the partners will not be required under any circumstances to award more prizes than the number of available prizes, as established in the official Contest rules. Where for any reason whatsoever (including without limitation due to an error, malfunction or defect in the design, promotion, management, establishment or administration of the Contest, whether mechanical, electronic, human or otherwise), the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the partners reserve the right at their sole discretion, to terminate the Contest in whole or in part, without notice, subject only to prior approval of the Régie des alcools, des courses et des jeux du Québec (RACJ), if required, in the province of Quebec, and assign the appropriate number of prizes among the correct number of winners, selected in accordance with the rules of the competition among the eligible entries validly submitted prior to the end of the contest.

Partners assume no liability of any kind as it is in all cases where their inability to act resulting from an event or situation beyond their control or a strike, lockout or any other conflict working in their establishments or companies whose services are used for this contest. They reserve the right at their sole discretion, to modify, cancel, terminate or suspend the contest in whole or in part, for any cause or circumstance, including, if an event beyond its control to corrupt or affect the administration security, fairness or proper conduct of the contest as a virus, computer bug or unauthorized human intervention, subject to approval by the RACJ.

By entering this contest or trying to participate, each participant and (or) purported entrant agrees to release, discharge and hold harmless forever, Partners and their respective directors, officers, employees, shareholders, agents or other representatives (collectively, "indemnified") from any claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, contract or liability of any nature whatsoever arising from or related to participation or attempted participation in the participant's compliance or otherwise of these contest rules and acceptance and use of the prize. The indemnified will not be held responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website during the Contest period, or for any technical malfunction or other problems with any telephone network or lines, of computer online systems, servers, access providers, equipment or software or any other technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any injury or damage to any person or property resulting from or bound participation or attempted participation of such person or any other person in this contest. Any attempt to deliberately damage any website or undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt occurs, the partners reserve the right to seek remedies and damages to the fullest extent permitted by law, including through criminal prosecution.

No communication or correspondence related to the contest will be exchanged with entrants except with selected entrant as a potential prize winner.

Privacy. Personal information collected on participants in connection with this Contest will be used solely for the administration of the Contest and is subject to the policy on the protection of privacy of La Presse at www.lapresse.ca/politique.php. No communication, commercial or otherwise, unrelated to the contest, the

participant will be sent to the participants by the partners unless the entrant has otherwise authorized them, if necessary, to do so.

(c) BY LISTENING 105,7 RYTHME FM, 96,9 CKOI AND 98,5 FM RADIO STATIONS

Eligibility: The Contest is open to all residents of Quebec who have reached the age of majority at the date of its entry. Excluded are employees, agents and representatives of the Contest Organizers, their affiliates and agencies, their advertising and promotional agencies, prize suppliers, equipment and services related to this contest or any other party directly related to hold this contest and members of their immediate family. For purposes hereof, "immediate family" includes fathers, mothers, brothers, sisters, children, spouse or legal fact and all persons with whom such employees, agents and representatives reside.

No purchase necessary: To participate, simply meet the eligibility requirements set forth herein and throughout the duration of the Contest from Monday, January 9 to Friday, January 20, 2012 and listen "LE BONHEUR EST À 4 HEURES" (hereinafter the "Program") broadcast on waves of the radio station 105,7 Rythme FM (hereinafter the «Station»), « DEBOUT MONTRÉAL » (hereinafter the "Program") broadcast on waves of the radio station 96,9 CKOI (hereinafter the "Station"), « MONTRÉAL MAINTENANT » (hereinafter the "Program") broadcast on waves of the radio station 98,5 FM (hereinafter the "Station"), The show host will invite listeners to visit the Website of each radio station at the contest page and then, complete the online entry form (hereinafter called the "Entry Form") by completing correctly one by one all the required fields, including your name, age, complete address with zip code, telephone number area code and email address. Follow the instructions to confirm that you are eligible and that you have read and agreed to comply with the rules of participation. Click on the icon "Je Participe" to submit your entry. On receiving the message confirming your registration, you will be automatically entered into the contest. The registration deadline for the contest web page is January 20, 2012 at 9:30 a.m.

Participants must meet the following limits, failing which the contest organizers reserve the right to cancel one or more of their entries: there is a limit of one entry per day for the duration of the competition. Using only one email address per person is permitted, where a person has more than one.

2. GENERAL CONDITIONS

Audit. Entry Forms are subject to verification by the contest organizers. Any entry that is, as the case may be, incomplete, incomprehensible, inaudible, unreadable, fraudulent, mutilated, late or who do not have the correct answer to the question or otherwise not in compliance, will be automatically rejected and will not be entitled to registration or for a prize.

Disqualification. The contest organizers reserve the right to disqualify any person or cancel one or more entries of any person participating in this contest or trying to participate by means contrary to law or would be unfair to other contestants (ex. use of entries obtained from an unauthorized source, entries exceeding the allowable limit, hacking, etc.). This person may be referred to judicial authorities.

Disclaimer - running the competition. Beneficiaries disclaim all liability for faulty computer components, software or communication lines, with respect to any failed, incomplete, incomprehensible or erased computer or network, and that may limit the possibility or prevent any person from entering the contest. Beneficiaries also disclaim any responsibility for any damage or loss that may be caused, directly or indirectly, in whole or in part, from downloading any Web page, software or any form and by the transmission of any information concerning participation in the contest.

Modification. The contest organizers reserve the right at their sole discretion to cancel, terminate, modify or suspend this Contest in whole or in part in the event that an error or any human intervention could corrupt or affect the administration security, fairness or proper conduct of the contest as provided for in this Regulation and that, subject to the approval of the RACJ if required.

Communication with participants. No communication or correspondence will be exchanged with entrants in this competition except with those selected for an award.

Participant identification. For purposes of this regulation, the entrant is the person whose name appears on the Entry Form. This is the person to whom the prize will be awarded if selected and declared winner.

The fifty (50) finalists will be informed by phone of their possibility to win the Grand prize and if they want to present themselves to the Palais des congrès de Montréal, on Sunday, January 22nd as described in paragraph 3 for the final draw.

During the final draw, one (1) prize will be awarded.

One (1) entry form will be randomly selected from the twenty-seven (27) finalists present at the Show in order to select the winner to award the prize described in paragraph 9 of this document.

The prize offered in this contest, describe in section 3, is on display at the 2012 Montreal International Auto Show from Friday, January 2012 until Sunday, January 22nd 2012 at the Palais des congrès de Montreal.

3. DESCRIPTION OF THE GRAND PRIZE:

One (1) vehicle, a 2012 JEEP Wrangler Sahara Edition offered by Chrysler Canada (estimated value of \$32,045).

The suggested retail price for this vehicle includes transportation and preparation fees. It does not include insurance and registration fees;

The winner must accept the prize as presented at the 2012 Montreal International Auto Show (see the technical specifications sheet in Annex A);

The prize cannot be transferred or exchanged for money;

The colour and equipment may differ from the vehicle illustration that appears in contest advertisements and on the Auto Show display.

The draw will take place on January 22, 2012 at 7:00 p.m. at the 2012 Montreal International Auto Show, held at the Palais des congrès de Montréal and the winner of the Contest will be announced during a special broadcast on every radio station. Finalists will be invited by telephone to come to the Palais des congrès de Montreal to unveil the winner of the contest.

4. ATTENDANCE PRIZES FOR SHOW VISITORS

4.1 ELIGIBILITY

Participants must be at least 18 years old and must complete the official contest coupon available at the Show Office in the Palais des congrès de Montréal, (1001, Place Jean-Paul-Riopelle) and inside the 2012 Montreal International Auto Show, from Friday, January 13 until Sunday, January 22, 2012, before 7:00 p.m. or until printed quantities last (200,000 copies).

No facsimile and/or mechanical reproduction will be accepted as a contest coupon in the present contest.

Completed coupons must be dropped in the boxes set up for this purpose at the 2012 Montréal International Auto Show, at the Palais des congrès de Montréal, from Friday, January 13, until Sunday, January 22, 2012.

Participants have until 7:00 p.m. on Sunday, January 22, 2012 to participate, at which time the contest will close. Eligible coupons will be deposited in one of the contest boxes at the 2012 Montreal International Auto Show, at the Palais des congrès de Montréal, no later than 7:00 p.m., Sunday, January 22, 2012.

At the time of the draw, the contents of each contest box will be transferred into a specially marked box. A person duly mandated for this purpose will then proceed with the draw and the prizes will be distributed.

Eighteen (18) prizes will be awarded.

The draw will take place on January 22, 2012 at 7:00 p.m. at the 2012 Montreal International Auto Show, held at the Palais des congrès de Montréal. Winners will be contacted and informed of their winning by telephone during the days following the draw.

The eighteen (18) coupons will be drawn in order to distribute the eighteen (18) prizes described in paragraphs 4.2 of this document.

The eighteen (18) prizes offered in this contest and described in paragraphs 4.2, will be exhibited at the 2012 Montreal International Auto Show from Friday, January 13 until Sunday, January 22, 2012, at the Palais des congrès de Montréal.

4.2 DESCRIPTION OF THE PRIZES:

(a) The first (1st) coupon:

One (1) all-inclusive trip for two, nine (9) days and seven (7) nights at the 5* Atlas Medina in Marrakech and at the Mazagan Beach Resort in El Jadida,, offered by Sultana Tours (Total value of \$5,500). This trip is subject to availability and conditions below.

The package includes:

- Transportation by round-trip air charter flight from Montreal, in economy class.
- Transfers between the destination airport and hotels round trip.
- Standard double-occupancy accommodations for 7 nights.
- The services of a Sultana Tours representative upon reaching destination.
- Two meals a day.per person

The trip does not include:

- Airport taxes per person are payable by the winners.(+/- 330\$
- Travel insurance and personal expenses are the responsibility of the winners.
- Baggage surcharge
- Any extra activities or services

Travel must be accepted as offered. Furthermore, it should be completed between January 31st 2012 and may 31st 2012 and from September 1st 2012 to January 31st 2013 (dates during the Christmas holiday period are excluded from December 8th 2012 to January 5th, 2013). Subject to availability.

This package is not redeemable for cash and is neither transferable nor exchangeable. Please note that once your booking is made, the general conditions of the brochure for the change fee and/or cancellations will apply. It is the responsibility of the winner to obtain the necessary documents for travel. In addition, the winner must present the original confirmation letter when taking possession of all the documents.

Validity dates of the price, hotel and destination cannot be changed. If the winner is unable to make the trip on the aforementioned dates, he-she will, unfortunately, lose this prize.

(b) The second (2nd) to sixth (6th) coupon :

One (1) of five (5) \$1,000 Sonic gas coupons (total value of \$5,000).

A \$1,000 coupon that can be applied to the purchase of gas or diesel fuel at any Sonic service station.

The deadline for using the gas coupons is December 31, 2012. The coupons are transferable but may not be sold or exchanged for its value in money.

(c) The seventh (7th) to sixteenth (16th) coupon:

One (1) of ten (10) "intensive antitheft markings"[®], offered by Sherlock (total value of \$2,590)

"Intensive antitheft marking"[®] on the vehicle, in 52 locations.

The prize cannot be exchanged for its value in money and is not transferable.

(d) The seventeenth (17th) and eighteenth (18th) coupon :

One of two (2) \$1,000 CAN credit (tax included) for automobile insurance from Desjardins General

Insurance Inc (total value of \$2,000 CAN).

Eligibility. Employees of Desjardins General Insurance Group Inc. and its subsidiaries, and persons with whom they reside, are not eligible to enter this contest.

Prizes to be won. One of two (2) \$1,000 CAN credits (tax included) for automobile insurance from Desjardins General Insurance Inc. (hereafter known as DGI). Winners must take out an automobile insurance policy with DGI that covers a minimum of twelve (12) months.

The total prize value is \$2,000 CAN: 2 credits worth \$1,000 each in Canadian dollars.

One person cannot win more than once.

Conditions applicable to Desjardins automobile insurance premiums

Each winner must contact a DGI property & casualty insurance agent to obtain an automobile insurance quote. Once the policy becomes effective, a \$1,000 credit will be applied to the winner's total annual insurance premium (tax included).

If the winner is already insured by DGI at the time of the draw, \$1,000 will be credited to his or her auto insurance account. This amount will be used to pay the winner's insurance premium up to a maximum of \$1,000 (including tax). If the winner's annual premium is less than \$1,000 (including tax), the remainder may be used to reduce the deductible, increase coverage or pay premiums, in part or in full, in subsequent years. Winners do not have a time limit to use the full prize amount.

If the winner has auto insurance from another insurance company at the time of the draw, at renewal he or she must request an auto insurance quote from DGI. If the winner accepts the quote, DGI will credit \$1,000 towards the auto insurance premium (including tax). If the winner's annual premium is less than \$1,000 (including tax), the remainder may be used to reduce the deductible, increase coverage or pay premiums, in part or in full, in subsequent years. Winners do not have a time limit to use the full prize amount. If the winner refuses to take out an automobile insurance policy, he or she is considered to have declined the prize.

If the winner has unpaid balances in his or her account(s), DGI will first apply the \$1,000 credit to these amounts. Any remainder will be applied to the winner's auto insurance premium in accordance with these contest rules.

If the policyholder or the insurer cancels the insurance policy, any unused winnings credited to the winner's account will be revoked.

Each winner of a \$1,000 auto insurance credit must meet the company's underwriting standards to obtain DGI auto insurance. DGI reserves the right to refuse to issue an insurance policy where the winner does not meet these underwriting standards. In this case, a \$200 cheque will be issued as compensation.

A representative from the Montreal International Auto Show or from DGI will contact the winners before Friday, March 2, 2012.

The prize must be accepted as awarded. It cannot be transferred to another person, redeemed for cash or exchanged for another prize.

Other rules

DGI accepts no liability whatsoever in the event that it is unable to act because of reasons outside its control, or because of a strike, lock-out or work conflict in the establishments of the organizations or companies whose services are used to hold this contest.

DGI can not be held responsible for lost, misdirected or delayed participation tickets.

In order to claim his/her prize, the winner must correctly answer the mathematical skill-testing question written on the contest coupon. The answer must be clearly marked. The question is: $70-40+2012 = \underline{\quad}$.

The draw will take place on January 22, 2012 at 7:00 p.m. at the 2012 Montreal International Auto Show, held at the Palais des congrès de Montréal. Winners will be contacted and informed of their winning by

telephone during the days following the draw.

No purchase necessary.

5. RULES AND REGULATIONS OF THE AUTO SHOW CONTEST

Names of the winners will be made available at the Montreal International Auto Show Ltd., located at 2335, Guénette Street in Ville Saint-Laurent, Québec, H4R 2E9, as well as in the contest section on the www.montrealautoshow.com website.

Winners have up to thirty (30) business days, or until Friday, March 2, 2012 inclusively, to claim their prize at the Montreal International Auto Show office at 2335, Guénette Street in Ville Saint-Laurent, Quebec, H4R 2E9.

All persons working for the organization of the 2012 Montreal International Auto Show, all persons who are an employee of any of the 2012 Montreal International Auto Show's sponsors, as well as all persons domiciled with any such employee, cannot participate in the 2012 Montreal International Auto Show contest.

Any litigation respecting the conduct or organization of a publicity contest must be submitted to the RACJ for a ruling. Any litigation respecting the awarding of a prize must be submitted to the Régie only for the purpose of helping the parties reach a settlement.

In the case where the Montreal International Auto Show is unable to award one or more of the prizes, the MIAS reserves the right to award a prize of equal value as the one advertised.

By participating in this contest, the holder of a winning ticket authorizes the organizers and their representatives to use, as the case may be, his-her name, photograph, image, declaration about the prize, place of residence or voice for publicity purposes, and this without any form of remuneration.

The winners release the Montreal International Auto Show, its suppliers, advertising agencies, employees and insurance agents from any damages the said winners might incur by the accepting or use of their prize. Prior to receiving his-her prize, the winner must sign a responsibility release form to this effect.

The organizers of this contest reserve the right, at their entire discretion, to cancel, end or suspend the present contest in its entirety in the event an occurrence beyond the organizers' control could jeopardize or affect the administration, security, impartiality or normal course of the contest, subject to the approval of the RACJ.

The **Montreal International Auto Show Contest** is open exclusively to people residing in Quebec and that have reached the age of majority.

Contest rules may be obtained at the Montreal International Auto Show Office located at 2335 Guénette Street, Ville Saint-Laurent (Québec), H4R 2E9, to the Montreal International Auto Show at the Palais des congrès de Montréal and on the www.montrealautoshow.com website.

A French version of these contest rules is available. In case of any discrepancy between the French version and English version, the French version will prevail.