

**"A fabulous birthday" Contest**  
**Official Rules and Regulations**

1. The contest begins at 9:00 a.m. EDT on June 2, 2010 and ends at 11:59: p.m. EDT on September 17, 2010.
2. Open to residents of Quebec, 18 years of age or older.
3. **Participation on-line :** To enter, log onto [www.jeancoutu-surlaroute.com](http://www.jeancoutu-surlaroute.com) Complete all entry information requested, including the mathematical skill-testing question. All information must be completed and the mathematical skill-testing question answered correctly to be eligible to win. Limit one (1) on-line entry per person per email address per day. Additional entries per day will be disqualified. An individual may only use one email address to enter this contest.
4. All entries must be received by 11:59 p.m. EDT on September 17, 2010.

**PRIZE**

One (1) grand prize to be won:

**A 4-hour personalized birthday party with entertainment, including:**

- Renting of a room
- Entertainment, games and make-up
- Decorations
- Beverages and cake
- Customized banner with the name of the birthday boy or girl
- Gifts
- Photo album

Approximate value of the prize: \$4,000 CAD.

The following conditions apply:

- The kid must be aged between four (4) and twelve (12) years old;
- There must be a maximum of nine (9) guests.

Twenty (20) secondary prizes to be won:

**\$100 Jean Coutu gift card**

Total value of the secondary prizes: \$2,000 CAD.

### **How You Could Win**

1. On September 23, 2010 at 12:00 (noon) EDT, at 300 Lemoyne (Odacia), twenty one (21) Entries will be randomly selected on [www.jeancoutu-surlaroute.com](http://www.jeancoutu-surlaroute.com) from among all eligible Entries received by 11:59: p.m. (EDT) on September 17, 2010. Within three (3) days of the Contest Close Date, each winner will be contacted by telephone and/or email at the phone number and email address submitted at time of entry/registration. If a selected Entrant cannot be reached within 3 days of attempted notification then the Entry is null and void and another will be randomly selected from among the remaining eligible Entries.
2. Odds of winning depend on the total number of eligible entries received.

### **GENERAL RULES**

1. This contest is open to all residents of Quebec, 18 years of age or older, except employees (and their immediate families) of Le Groupe Jean Coutu (PJC) inc., (head office) ("Sponsor and Prize Supplier"), and its subsidiaries (all branches of the Jean Coutu network), any of its or their co-sponsors, affiliates and franchisees, and each of their respective agencies, as well as the persons with whom they live.
2. Except as provided for in paragraph below, by entering this contest, each Entrant consents to the collection, use and distribution of his/her personal information (information that identifies the Entrant as an individual, such as home telephone number, age and home address) by the Sponsor, for the purposes of implementing, administering and fulfilling this contest. The Sponsor will not sell or transmit this information to third parties, except for the purposes of administering the contest.
3. By submitting an Entry online, all Entrants must acknowledge and agree that the personal information that they have provided will be maintained on the Sponsor's server and/or the server of those responsible for maintaining the [www.jeancoutu-surlaroute.com](http://www.jeancoutu-surlaroute.com) website and/or administering the draw. If Entrants have indicated that they wish to receive future communication or offers, the Sponsor may use the Entrant's personal information to contact them in future or to provide information regarding products or services. In connection therewith, such Entrants acknowledge and consent to their personal information being maintained on the Sponsor's server and/or the server of those responsible for maintaining the [www.jeancoutu-surlaroute.com](http://www.jeancoutu-surlaroute.com) website and/or administering the draw.
4. Sponsor and Prize Supplier make no express or implied warranties of any kind with respect to the safety, appearance or performance of a prize or any activity connected to a prize.
5. Prizes must be accepted as awarded and cannot be transferred, substituted or converted to cash, except as provided in these Rules.
6. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified.
7. All entries become the property of the Sponsor and shall not be returned. The Sponsor is not responsible for entries lost, incomplete, misdirected or delayed for any reason. No responsibility is assumed by the Sponsor or Prize Supplier for any technical problems in connection with the transmission or receipt of any email entry including malfunction of any telephone or network lines, faulty electronic data transmissions, traffic congestion, in the Internet or website, hardware or software error, equipment failure or malfunction, or other online communications problems. No liability or responsibility is assumed by the Sponsor or

Prize Supplier resulting from any user's attempt to participate in this contest or download any information in connection with participating in this contest. The Sponsor reserves the right, in its discretion, to cancel or suspend (subject to the approval of the RACJ) this contest should a virus, bug or other cause beyond the reasonable control of the Sponsor, corrupt the security or proper administration of the contest.

8. The Sponsor reserves the right to prohibit an Entrant from participating in the contest or winning a Prize, if, in its sole discretion, the Sponsor determines that the Entrant is attempting to undermine the legitimate operation of the contest by cheating, hacking, deception, or other unfair playing tactics (including the use of automatic quick entry programs) or intending to annoy, abuse or threaten or harass any other Entrants or the Sponsor or its representatives. The Sponsor reserves the right to disqualify any Entrant failing to comply with these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
9. Residents of Québec: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux (the "RACJ") for a ruling. Any litigation respecting the awarding of a prize to any Quebec resident may be submitted to the RACJ only for the purpose of helping the parties reach a settlement.
10. The Sponsor, Prize Supplier and their agents are not responsible for printing, distribution, technical, or production errors, including hardware, software, systems or transmissions failures, and may terminate or withdraw any contest (subject to RACJ approval) if such errors are discovered, without liability and without notice, at their sole discretion. The Sponsor reserves the right to modify or cancel this promotion in whole or in part.
11. By entering this contest, each Entrant agrees to comply fully with the Rules, and, for each winning Entrant, to the use of his/her name image, photograph, voice, place of residence and/or statement regarding the Prize by the Sponsor and Prize Supplier for advertising, promotion or publicity purposes, without compensation.
12. The Sponsor and Prize Supplier reserve the right to substitute a prize of equal or greater value in the event a prize cannot be awarded.
13. Each winner will be required to sign a Declaration, Release and Indemnity Document whereby they agree to release and indemnify the Sponsor, the Prize Supplier, Le Groupe Jean Coutu (PJC) inc., (head office) and their subsidiaries (all branches of the Jean Coutu network), their co-sponsors, affiliates, franchisees, promotional agencies, any and all contest administrators, broadcast partners and each of their respective agencies from any liability in connection with the Prize or the contest. All Declaration, Release and Indemnity Documents must be returned within 14 days of receipt of documentation.
14. In the event of a dispute regarding the identity of the party submitting an email entry, the entry will be deemed to have been submitted by the holder of the email account.
15. All decisions made by the independent judging organization are final.
16. In the event of a discrepancy between the English and French versions of these rules, the French version will be deemed to be correct.