



OFFICIAL RULES AND REGULATIONS

“PLAY LE PARCOURS SAQ INSPIRE GAME DURING LE FESTIVAL D’ÉTÉ DE QUÉBEC FOR A CHANCE TO WIN BONUS POINTS PRIZES”

Contest

1. CONTEST PERIOD

The ***“PLAY LE PARCOURS SAQ INSPIRE GAME DURING LE FESTIVAL D’ÉTÉ DE QUÉBEC FOR A CHANCE TO WIN BONUS POINTS PRIZES”*** Contest (hereinafter the “Contest”) is organized by the Société des alcools du Québec (hereinafter the “Organizer”). The Contest starts on Thursday, July 4, 2024, at 12:01 a.m. (ET) and ends on Sunday, July 14, 2024, at 11:59 p.m. (ET) (hereinafter the “Contest Period”).

2. ELIGIBILITY

- Be aged of 18 or older at the time of entry;
- Have played the “Le Parcours SAQ Inspire” game during Le Festival d’été de Québec;
- Have completed the entry form with all required information;
- Live in the province of Quebec;

The Contest is not open to the employees, representatives or agents of the Organizers, Régie des alcools, des courses et des jeux (RACJ), its advertising and promotional agencies, suppliers of prizes relating to the Contest, members of their immediate families (brothers, sisters, children, father, mother), legal or de facto spouse and any persons with whom they are domiciled.

3. HOW TO ENTER

Target Group Members who meet the eligibility criteria may enter the Contest free of charge as follows:

3.1 From 12:01 a.m. (ET) on July 4, 2024, until the end of the Contest (“Contest Period”), have played “Le Parcours SAQ Inspire” game and have completed the entry form to automatically obtain one (1) entry (hereinafter the “Entry”) into the draw for the Prizes offered as part of the Contest.

3.2 **Limits.** Entrants must comply with the following limits or risk being disqualified:

- a) One (1) Entry per person, per game terminal, regardless of the number of email addresses that person might have, during the entire Contest Period;
- b) There is a limit of one (1) prize per person throughout the entire Contest Period for the “Le Parcours SAQ Inspire” game, until October 14, 2024.

3.3 No purchase required. Individuals who sign up for the Program and the Contest may, after having obtained one (1) Entry for the draw, unsubscribe from the Program without affecting their Contest Entry. However, they will not be able to reactivate their account with the Program, either during or after the Contest.

4. GRAND PRIZE

One (1) winner of 250,000 bonus points in the SAQ Inspire program. All prizes are courtesy of La SAQ (Société des alcools du Québec), hereinafter the “Supplier.” The Prize has an approximate value of C\$250.

SECONDARY PRIZES

Nine (9) winners of 50,000 bonus points in the SAQ Inspire program. All prizes are courtesy of La SAQ (Société des alcools du Québec), hereinafter the “Supplier.” The Prize has an approximate value of C\$450 (C\$50 per winner).

Conditions applicable to the prize:

- The prize is not redeemable, in whole or in part, for cash, and the winner must accept it as awarded.
- They are non-negotiable and have no cash value;
- They cannot be divided, transferred, shared or credited to another account or to be a second cardholder on a same account;
- They cannot be used to purchase a SAQ gift cards;
- The points must be exchanged in conformity with the Terms and Conditions of the Inspire program, found at <https://www.saq.com/en/saqinspire/conditions-inspire> (Program Terms and Conditions)

5. DRAW

5.1 A random draw for each of the ten (10) prizes will be held Wednesday, July 17, 2024, at 2:00 p.m. (ET) at CRI Agence, located in Montréal. During this draw, nine (9) eligible entries will be selected for the Secondary Prizes from among all registered eligible entries and one (1) eligible entry will be selected for the Grand Prize from among all registered eligible entries.

5.2 The winner will be contacted personally by the Organizer or its partners.

5.3 The odds of being selected for the prize depend on the number of valid entries received during the Contest Period.

6. AWARDING OF PRIZES

6.1 To be declared a winner, chosen entrants must:

- a) Be reached by telephone or email by the Organizer or its partners within twenty (20) business days of the draw. Should a chosen entrant be reached by email, he or she must answer in compliance with the provided instructions, when applicable. Should an email be returned with a “cannot be delivered” notice, the Contest

Organizer may, at its sole discretion, cancel the Entry or try to reach the entrant by telephone;

- b) Correctly answer a mathematical skill—testing question on the Release form sent by the Organizer;
- c) Duly complete and sign the Release form, be already be member or have registered for the SAQ Inspire Program (before returning the release form) and return it to the Organizer by email or fax within three (3) business days of its receipt. Upon receipt of the duly completed and signed Release form, the Organizer or its partners will contact the winner directly to coordinate the awarding and collection of the prize;
- d) Produce photo identification on request and in a timely fashion.

7. GENERAL CONDITIONS

7.1 All Entries and Release forms are subject to verification by the Organizer. The use of any automated Entry software or devices is strictly prohibited. Entries that are multiple, incomplete, illegible, fraudulent, damaged, sent late, contain an invalid email address or telephone number, have an incorrect answer to the mathematical skill—testing question or are otherwise non-compliant with the present Rules and Regulations will be rejected and will disqualify the entrant from a prize. In the event that such an Entry is selected, or if the Organizer or its agents are unable, using all reasonable measures, to reach a person whose name is chosen in a random draw within the two (2) business days following the first call, or if a chosen entrant fails to return the Release form within the prescribed time or refuses the prize, that person will be disqualified and the Organizer will proceed to select another Entry until a winner is identified or may, at its sole discretion, cancel the prize.

- 7.2 The Organizer and its Contest partners expressly reject all responsibility and/or obligation with regard to injury, damage or loss whatsoever to property or individuals resulting from the acceptance and/or use of the prize. By entering the Contest, entrants accept that: (1) to the extent permitted by law, the entrant knowingly and intentionally waives legal recourse for damages/interest, be they punitive, direct, indirect, exemplary, consequential or individual, any loss of profits, and any right to having said damages multiplied or increased; and (2) any litigation, claim or other action resulting from this Contest or any prize will be settled individually and without recourse to any form of class action suit.
- 7.3 Prizes must be accepted as awarded and cannot be transferred to another party, substituted for another prize or redeemed for cash, with the exception of the following: In the event that, for any valid reason beyond their control and unrelated to the winner, the Organizer or its partners are unable to award the prize as described in the present rules, they reserve the right to substitute it for another prize of equal nature and value or, at their sole discretion, the value or part of the cash value of the prize or in the form of a gift card.
- 7.4 Any entrant selected to receive a prize acknowledges that from the time the prize is awarded, the obligations relating to the prize become the responsibility of the suppliers of products and services pertaining to that prize. The Organizer takes no responsibility for problems or incidents that could occur after the prize has been awarded.
- 7.5 The Organizer does not guarantee in any way that the “Le Parcours SAQ Inspire” game will be accessible or operational without interruption during the Contest Period, or that it will be free of errors.
- 7.6 The Organizer assumes no responsibility for any malfunction of the Contest game platform, of any computer component, software, network, or any means of

communication related to the loss or absence of network communications, or for any faulty, incomplete, incomprehensible or deleted transmission by any computer or network, and which could limit the possibility of or prevent an individual from entering the Contest.

- 7.7 The Organizer further rejects all liability for any damage or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any software, the use of devices and/or cellular data or forms from the Contest site or by the transmission of any data relating to the Contest.
- 7.8 By entering the Contest or attempting to do so, all entrants release the Organizer, its advertising and promotional agencies, providers of material, services and prizes, as well as their respective affiliated companies, administrators, directors, owners, associates, employees, agents, representatives, heirs and legal representatives from all responsibility and damage of any kind that might occur by entering or attempting to enter the Contest and/or the acceptance and use of the prize. The winners acknowledge, upon receipt of the prize, that the fulfilment of prize-related obligations becomes the full and sole responsibility of the various product and service providers and the only warranty applicable to the prize is the usual manufacturer's warranty, when applicable.
- 7.9 By entering the Contest, winning entrants authorize the Organizer or its partners to use, if required, their name, photograph, image, place of residence, voice and/or statements regarding their prize for advertising purposes, without any expectation of compensation whatsoever.
- 7.10 By entering the Contest, all winners authorize, if required, the Organizer to release their personal information to its partners for the purposes of Contest operation, which includes the awarding of prizes, if need be.

7.11 The Contest is subject to all federal, provincial, and municipal laws.

7.12 The Contest is open only to residents of Québec.

7.13 The Organizer reserves the right to disqualify a person or cancel the Entry of anyone who enters or attempts to enter the Contest using a method that does not comply with these rules or is unfair to other entrants (e.g. more than the maximum permitted entries or under false identity). Such persons may be turned in to the appropriate legal authorities.

7.14 Any attempt to sabotage the legitimate conduct of the Contest constitutes a violation of civil and criminal laws. Should such attempts be made, the Organizer reserves the right to reject the entrant's entries and seek redress under the law.

7.15 In the event that the computer system is unable to register all Contest Entries during the Contest Period for any reason whatsoever, or if Contest Entry must be terminated in whole or in part before the date indicated in these rules, the draw(s) may be held, at the sole discretion of the Organizer, from all valid Entries received during the Contest Period or, if applicable, up to the date of the event that put an end to the Contest Entry process.

7.16 In no case will the Contest Organizer be obliged to award more prizes or award prizes other than as specified in these rules.

7.17 . Personal information collected on entrants for this Contest will only be used solely for the administration of this Contest, in particular to confirm their eligibility or to communicate with the winners. No communication, advertising or any other type of message unrelated to the Contest will be sent to entrants unless they have otherwise given consent.

7.18 All Entries and Release forms are the property of the Organizer and will in no case be returned to entrants.

7.19 If a section of these rules is declared or deemed illegal, unenforceable or invalid by a court of competent jurisdiction, that section will be considered null and void, but all other sections that are not affected will be enforced to the extent permitted by law.

7.20 In the case of an inconsistency between the English and the French versions of these rules, the French version will prevail.

7.21 For the purposes of these rules, the entrant is the person whose name appears on the member's Program account, and that person will receive the prize if chosen from the draw and declared a winner.

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