

OFFICIAL CONTEST RULES

“Redeem Your Points for a Chance to Win 1 Million Bonus Points” Contest Organized by the SAQ

1. CONTEST PERIOD

The **“Redeem Your Points for a Chance to Win 1 Million Bonus Points”** contest (hereinafter, the “Contest”) is organized and conducted by the Société des alcools du Québec (the “Organizer”). The Contest will be held in stores from March 13, 2025 at 00:00 a.m. to March 26, 2025 at 11:59 p.m. (hereinafter, the “Contest Period”).

2. ELIGIBILITY

2.1 The Contest is open to all persons who are Canadian residents at the time of entry, have reached the age of majority in their province of residence, are members of the SAQ Inspire program and use SAQ Inspire points to make a valid purchase, in whole or in part, during the Contest Period. The Contest is not open to the employees, representatives and agents of the Organizer, their advertising and promotional agencies, and 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.

2.2 For the purposes of these rules, the entrant is the person whose name appears on the entry form.

2.3 To be declared a winner, the selected entrant must be in compliance with these rules, must sign and return the declaration and release from liability form (hereinafter, the “Waiver”) to the Organizer, and must correctly answer a skill-testing mathematical question on the Waiver. Non-compliance with these conditions may lead to the entrant being disqualified.

3. HOW TO ENTER

3.1 To enter, redeem your Program points (the “points”) accumulated in your account (the “account”) to pay for the purchase of one or more products at any of these SAQ outlets (the “participating retailers”): SAQ.COM, SAQ (or SAQ Classique), SAQ Sélection, SAQ Express (or SAQ 22h), SAQ Dépôt or SAQ Signature. The client/Inspire member must exchange all of their points (exchange terms minimum of 1,000 points) to pay for the purchase, in whole or in part, and in so doing automatically becomes eligible to win one million (1,000,000) SAQ Inspire bonus points. Each daily redemption transaction will generate an additional entry. Purchases at license holders, Vin en vrac outlets and SAQ

agencies are not included in this Contest. Gift cards are not eligible products for program points. To redeem your points balance and sign up for the Contest, you must have a minimum balance of 1,000 points in your account at the time of the transaction. The points collected by a member in making a purchase cannot be used until they have been issued to the account and may only be used for a subsequent transaction. You have to redeem the entire balance of your points up to the total amount owing. In order to insure that the use of points for the payment of goods and services is made by the member himself, the SAQ reserves the right to require photo ID from the person asking to redeem points, in addition to require the person to have their SAQ Inspire card on hand or the virtual card in the SAQ app. When two (2) cards are associated with an account, points are earned into the account by the two (2) cardholders and can be redeemed entirely or partially only by the primary cardholder.

3.2 No purchase required. To enter the Contest without redeeming points, the entrant must:

- a) Sign up, free of charge, for the Inspire Program at a participating outlet or online at www.saq.com/en/saqinspire. A membership card (the "member card") will be issued in person or by mail, depending on the circumstances;
- b) Hand-write a legible, original letter of at least 100 words explaining why you would like to win Program points (without a purchase, you could win 1 000 000 points). The letter must include your full name, complete address with postal code, telephone number with area code, email address, age and member card number. Sign and mail your letter in an envelope with sufficient postage to: **"Redeem Your Points for a Chance to Win 1 Million Bonus Points"** Contest, 7500 Tellier, Montreal, QC, H1N 3W5 by March 26, 2025, at the latest, a postmark bearing proof of the mailing date, without which the letter will be invalid. Upon validation of the letter, you will automatically receive one entry for the draw to be held at the outlet nearest your place of residence. Limit one entry per account for the duration of the contest period.

3.3 **Limit.** Entrants must comply with the following limits or risk being disqualified:

- a) One (1) registration in the SAQ Inspire Program per person and per account, regardless of whether one or two member cards are associated with a single account;
- b) One (1) entry in the Contest per day, per member account, regardless of whether the transaction has been done by the member or the holder of a second member card associated with a single account, as the case may be;

4. PRIZES

- 3.1 Fifteen (15) prizes are to be won. Each prize consists in one million (1,000,000) bonus points in the SAQ Inspire program, a value of \$1,000 per prize. The following conditions apply to program points credited as prizes:
- a) They are non-negotiable and have no cash value;
 - b) They cannot be divided, transferred, shared or credited to another account or to a second cardholder on a same account;
 - c) They cannot be used to purchase SAQ gift cards;
 - d) The points must be exchanged in conformity with the Terms and Conditions of the Inspire Program, found here <https://www.saq.com/en/saqinspire/conditions-inspire> ("Program Terms and Conditions").

5. PRIZE DRAWS

5.1 The random draws for fifteen (15) prizes will be held on April 1st, 2025 at 3:00 p.m. at the office of the Organizer in Montreal. During the draw, fifteen (15) eligible entry forms will be drawn from all redemption transactions done during the Contest Period.

5.2 The odds of being selected to win a prize depend on the number of legitimate redemptions done by 11:59 p.m. at the end of the Contest Period.

5.3 Limit of one (1) prize per account and per residence 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 agents within ten (10) business days of the draw. Should a chosen entrant be reached by email, he must reply in accordance with the provided instructions, when applicable. A prize notification sent by email and returned with a non-deliverable message may, at the Organizer's sole discretion, be disqualified, or the Organizer may attempt to reach the entrant by phone;
- b) Correctly answer a skill-testing mathematical question on the Waiver form sent by the Organizer;
- c) Duly complete and sign the Waiver form and return it to the Organizer by fax or email (in digital format) within three (3) days of its receipt. Within 60 days of receipt of the duly signed Waiver, the Organizer will credit the points to the winner's SAQ Inspire card.

- d) On request and in a timely fashion, provide one piece of photo identity.

7. GENERAL CONDITIONS

By entering this Contest, entrants agree to abide by the Contest rules and all conditions of the SAQ Inspire Program as described in the Program Terms and Conditions.

7.1 The status of program members and Waiver forms are subject to verification by the Organizer. Waiver forms that are deemed to be 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 Contest rules will be automatically rejected and will disqualify the participant from a prize. Should the Organizer or its agents be unable, after using all reasonable measures, to reach a person whose name is chosen in a random draw within the ten (10) business days following the draw, or if a chosen entrant fails to return the Waiver within the prescribed time or refuses the prize or violates these rules in any way or does not comply with the terms and conditions of the Program, that entrant will be disqualified and the Organizer will proceed to select another entry form until a winner is identified or may, at its sole discretion, cancel the prize.

7.2 Prizes must be accepted as awarded and cannot be transferred in whole or in part to another party, substituted for another prize or redeemed for cash.

7.3 The Organizer takes no responsibility for damage or losses caused, directly or indirectly, in whole or in part, by the use of the SAQ.COM website or the transmission of information within the scope of the Contest.

7.4 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 the acceptance and/or use of the prize.

7.5 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, in all media including social media, without any expectation of compensation.

7.6 When the names of the fifteen (15) winners are known, they will be listed on the SAQ.com website.

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

7.8 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 Contest rules or is unfair to other entrants (e.g. more than the maximum permitted entry forms). Such persons may be turned in to the appropriate legal authorities.

7.9 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 participant's entries and seek redress under the law.

7.10 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 participation must be terminated in whole or in part before the date indicated in these rules and regulations, the draws 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.

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

7.12 There will be no communication or correspondence with entrants as part of this Contest, except as provided for herein or at the initiative of the Organizer. Personal information collected from participants for this Contest will be used solely for managing the Contest. No advertising or any other type of message unrelated to the Contest will be sent to entrants unless they have otherwise given consent.

7.13 Waiver forms are the property of the Organizer and will in no case be returned to entrants.

7.14 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.

7.15 In the event of any inconsistency between the English and the French versions of these rules, the French version shall prevail.

7.16 For the purposes of these rules, the entrant is the person identified as the account holder for the Program. If selected in the draw and declared a winner, that person will have the points credited to their account.

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