The following promotion is intended for viewing only in the continental United States and Canada (with the exception of Québec, Florida and Maryland) and shall only be construed and evaluated according to continental United States and Canadian laws. Do not proceed in this site if you are not a legal resident of the United States or Canada, or if you are a resident of Québec, Florida or Maryland, at the time of entry.

Rules and regulations of Le Québec maritime contest "Win a Dream Snowmobile Vacation for 4 in Québec maritime"

NO PURCHASE NECESSARY.

VOID OUTSIDE THE CONTINENTAL U.S. AND CANADA. ALSO VOID IN QUÉBEC, FLORIDA AND MARYLAND AND WHERE PROHIBITED BY LAW. ENTRANTS RESIDING IN AREAS WHERE THE CONTEST IS VOID ARE INELIGIBLE TO WIN PRIZES. <u>Only one entry per valid email address</u>.

1. Prize Eligibility

The contest is open to Canadian and continental U.S. residents, with the exception of Québec, Florida and Maryland residents, who have reached the age of majority in their province or state of residence, at the time they enter the contest.

Le Québec maritime, its employees as well as employees of its parent companies, promotional and advertising agencies, sales representatives, distributors, agents, subsidiaries and affiliated corporations (hereinafter referred to collectively as the "Promotional Parties"), as well as the household and family members of each of the above are not eligible to participate in this contest.

2. Registration

The "Win a Dream Snowmobile Vacation for 4 in *Québec maritime*" contest runs online from September 18, 2011, 9.00 a.m. (Eastern Daylight Savings Time) to April 1, 2012, at 11:59 p.m. (Eastern Daylight Savings Time). Participants must complete the registration form available on Le Québec maritime's campaign website at <u>www.snowmobilequebecmaritime.ca/contest</u> by entering their first name, last name, city, country, email address and the contest code. Entrants must fill out all mandatory fields to be eligible to win. Entries may be submitted as of September 18, 2011, 9.00 a.m. (Eastern Daylight Savings Time) and must be received by April 1, 2012, at 11:59 p.m. (Eastern Daylight Savings Time) in order to be included in the draw. Participants may only submit one entry per valid email address.

3. Description and Value of Prize

<u>Snowmobile Vacation for 4 people in Québec maritime</u> (2 rooms, double occupancy)

ACCOMMODATIONS

Pohénégamook Santé Plein Air, Pohénégamook (1 dinner, 1 night and 1 breakfast per person) Motel Le Gaspésiana, Sainte-Flavie (1 dinner, 1 night and 1 breakfast per person) Village Grande Nature Chic-Chocs, Saint-Octave-de-l'Avenir (1 dinner, 1 night and 1 breakfast per person) Hôtel-Motel Mont-Saint-Pierre, Mont-Saint-Pierre (1 dinner, 1 night and 1 breakfast per person) Riôtel Matane, Matane (1 dinner, 1 night and 1 breakfast per person) Auberge L'Ambassadeur, Amqui (1 dinner, 1 night and 1 breakfast per person) Hôtel Universel, Rivière-du-Loup (1 dinner, 1 night and 1 breakfast per person)

Total approximate value of package: \$2200 CAN (\$2222 U.S.) Vacation must be taken between January 1 and March 31, 2013

The total value of the prize has been calculated in Canadian dollars. The value of the prize is indicated in American dollars for information purposes only. The exchange rate used is: \$1.00 CAN for \$1.0099 U.S.

Le Québec maritime

Le Québec maritime (hereinafter also referred to as the "Sponsor") is offering this trip from January 1 to March 31, 2013, subject to availability and blackout dates. The itinerary will be supplied by Le Québec maritime and is subject to change at the discretion of the Sponsor. Transportation to the itinerary's departure point and from its end point is at the winner and guests' expense. Rooms are based on double occupancy. Winner and guests must travel on the same itinerary, departing and returning together. Once the itinerary has been confirmed by the contest winner and reservations have been made for accommodations, no changes will be permitted. Liability waivers must be signed by the contest winner and guests prior to trip departure. By entering the contest, entrants consent to the use of their names for publicity purposes without compensation.

Notes about the prize

Winner and guests will be responsible for all expenses not specifically described above as included in the prize. Not included in the prize: air or ground transportation to the itinerary's departure point and from its end point; car, snowmobile and/or equipment rentals, if required; gas; admission fees for snowmobile trails; all lunches (only breakfasts and dinners are included in the prize); taxes, gratuities and any personal expenses, surcharges, insurance or other fees. The Sponsor will be in charge of organizing all accommodations for the winners. Trip is subject to blackout dates and availability. Guests cannot be changed once the Sponsor has received the guests' Declaration and Release forms. Accommodations are subject to certain blackout periods. Winner and guests must have valid documents for travel to Canada. The prize will be forfeited if: a) the proper travel documents are unobtainable for any reason within the time required by the Sponsor; b) the winner is unable or unwilling to travel on the dates required; or c) any immigration complications arise that prevent the winner and/or guests from entering Canada. In the latter event, the winner or guests, as the case may be, will be solely responsible for arranging and paying for travel back to the point of origin. Any prize forfeited may, at the Sponsor's option, be awarded to an alternate entrant.

4. Draw

One random electronic draw will take place on April 4, 2012, at 9:00 a.m. (Eastern Daylight Savings Time), at the office of the Sponsor in Rimouski, Canada. The winning entry will be drawn from all eligible entries received during the contest period.

5. Prize Substitution

Prize must be accepted as awarded. No substitution of prize is permitted except by Le Québec maritime at its sole discretion. Le Québec maritime reserves the right to substitute the prize with another prize of equal or greater value. Prize is non-transferable and is not redeemable for cash or credit, in whole or in part.

6. Notification and Distribution

The prize winner will be notified by phone and/or email ONLY within two (2) business days of the draw date using the phone number and/or email address indicated on his or her Registration Form. If the winner does not claim his or her prize within ten (10) working days of being notified, an alternate winner will be selected according to the rules from all remaining eligible entries received. The prize will only be delivered to the confirmed winner. The name of the winner will be available on Le Québec maritime's website at <u>www.snowmobilequebecmaritime.ca/contest</u> from the date of confirmation of the identity of the winner until the end of the promotion. Accordingly, the winner will have to consent to the public use of his or her name and city of residence on Le Québec maritime's website.

7. Conditions

Before being declared a winner, the entrant may be required to sign a Declaration of Compliance with the Official Rules and a Release of Liability (hereinafter referred to collectively as the "Declaration and Release Documents"), releasing Le Québec maritime, its advertising and promotional agencies, the prize suppliers, parent companies, subsidiaries, affiliates, representatives and agents of the foregoing and all of their respective directors, officers, owners, partners, employees, consultants, agents, representatives, their successors and assignees (hereinafter referred to collectively as the "Releasees") from any liability in connection with this contest or the prize. The Declaration and Release Documents will be sent to the winning entrant together with his or her notification and must be returned within seven (7) business days of the date indicated on the documents or the prize will be forfeited. The prize will then be awarded.

In the event the prize winner is unable to redeem any or all of the prize components for reasons beyond the control of Le Québec maritime and the prize suppliers, no compensation or substitutions will be provided. The winner will be required to provide proof of age and identity and confirm his or her compliance with all Contest Rules before being declared a winner. In awarding the prize, the decision of the contest judges is final.

If a selected entrant is unable to answer the skill-testing question, fails to provide proof of identity, refuses to sign and return the Declaration and Release Documents, is found to have violated the rules of the contest or otherwise does not meet all contest conditions, the selected entrant will be deemed to have forfeited the prize in question and Le Québec maritime shall be entitled to select a new name from the qualified entrants.

Odds of winning the prize are dependent on the total number of entries received in the relevant entry period preceding the draw.

8. Laws and Regulations

All federal, provincial and municipal laws and regulations apply. Any contest entries not complying with any applicable federal, provincial or municipal laws or regulations will be considered null and void. All applicable taxes and insurance fees are the sole responsibility of the prizewinner. All decisions made by Le Québec maritime are final and binding in all matters relating to this contest.

9. Important Information

Entrants will be deemed to be the authorized account holder of the email address submitted on the Registration Form at the time of registration. The "authorized account holder" is the natural person to whom an email address is assigned by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) responsible for assigning individual email addresses for the domain associated with the submitted email address.

All entries become the property of Le Québec maritime and will not be returned to entrants. A potential winner may be requested to provide Le Québec maritime with proof that he or she is the authorized account holder of the email address associated with the winning entry.

10. Conduct

By entering the contest, you agree to be bound by these Official Rules. Entrants who have not complied with these Official Rules are subject to disqualification. Entrants further agree to be bound by the decisions of Le Québec maritime, which shall be final and binding in all respects. Le Québec maritime reserves the right at its sole discretion to disqualify any individual it finds to be (i) tampering with the entry process or the operation of the contest or website; or (ii) acting in violation of the Official Rules. You agree to not knowingly: (i) interfere in or cause any interruption of the contest; (ii) prevent others from participating in the contest; or (iii) obtain or modify another user's non-public account information without their consent. Any use of automated devices is prohibited. Le Québec maritime reserves the right to cancel or modify the contest in whole or in part in the event of technical or other difficulties.

11. Caution

Any attempt by an entrant or any other person to deliberately damage any website or undermine the legitimate operation of the contest is a violation of criminal and civil laws. Should such an attempt be made, Le Québec maritime reserves the right to claim damages from any such person to the fullest extent permitted by law.

Le Québec maritime, at its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the website, or who is otherwise in violation of the rules. It further reserves the right to cancel, terminate or modify any contest that it is unable to complete as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any type.

12. Limitations of Liability

By entering this contest, entrants acknowledge and agree that Le Québec maritime and the releasees, as defined in section 6 above, shall not be responsible for, and entrants shall hold them harmless from, any and all claims and damages, including compensatory, direct, incidental, consequential or other damages, liabilities, costs and expenses ("losses") with respect to or in any way arising from or in connection with the contest or related prize.

Le Québec maritime and releasees are not responsible for any losses in connection with (i) incorrect or inaccurate information for any reason, including caused by website users or by any of the equipment or programming associated with or used in the contest or by any technical or human error that may occur in the processing of contest entries; (ii) problems or technical malfunctions of any telephone network or communications line failure, computer online systems, servers or providers, computer equipment, software, data transmission failure of email, or any technical problems or traffic congestion; (iii) errors, omissions, interruptions, deletions, defects, delays in operation or transmission, theft or destruction or unauthorized access to, or alteration of, entries; or (iv) damages to entrants or to any other person, including damages to their computer system, related to or resulting from entering, participating or downloading materials in connection with this contest.

For greater certainty, Le Québec maritime is not responsible for lost, late, incomplete, illegible, incomprehensible or misdirected entries, bugs, server failures, hardware or software transmission failures or losses, or delayed or corrupted data transmissions.

If, for any reason, the contest cannot run as planned or the prize cannot be awarded, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other causes beyond the reasonable control of Le Québec maritime that corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest, Le Québec maritime reserves the right to cancel, terminate, modify or suspend the contest at any time without prior notice to the entrants. In such an event, no entrants will be selected or eligible to win any prize after the date of such termination and the winner will not be provided with a substitute prize or cash equivalent.

Restrictions, conditions and limitations apply.

Trademarks and Copyright

Copying or unauthorized use of any copyrighted material or trademarks without the express written consent of its owner is strictly prohibited.

Sponsor: Le Québec maritime, 84, rue Saint-Germain Est, bureau 205, Rimouski, Québec, G5L 1A6 © 2011 Le Québec maritime. All rights reserved.