

CONTEST FOR THE LOTO-QUEBEC INTERNATIONAL FIREWORKS COMPETITION

Coup de cœur du public – National Bank

OFFICIAL RULES

1. CONDITIONS FOR CONTEST ENTRY

The “Coup de cœur du public – National Bank” contest is organized by the LOTO-QUÉBEC INTERNATIONAL FIREWORKS COMPETITION (hereafter named the contest organizer) and will be held from July 23, 2011 at 9:30 p.m. (Eastern Standard Time) to August 10, 2011 at 11:59 p.m. (Eastern Standard Time).

2. ADMISSIBILITY

The contest is for all Québec residents who are 18 years old or older on July 23, 2011 except for the contest organizer’s employees and managers, their associates, their subsidiaries, their promotional and consulting agencies, their suppliers of products and services that relate to this promotional activity, and anyone who resides with these employees, representatives, or agents, as well as anyone who resides with them. All partners associated with this event, as well as the people who reside with them are also excluded.

3. HOW TO ENTER

No purchase required.

- 3.1 Obtain the coupon that is handed out at the site entrances of the Loto-Québec International Fireworks Competition on show nights.
- 3.2 Visit www.lesgrandsfeux.com, enter the code printed on the coupon, and give your level of appreciation of the show by choosing whether you liked it a little, a lot, or passionately.
- 3.3 You can also vote by mailing the coupon and your level of appreciation of the show to: Loto-Québec International Fireworks Competition, 156 rue Saint-Paul, bureau 100 Québec City (Québec) G1K 3W1. (BUT YOU WILL NO LONGER BE ADMISSIBLE FOR THE INSTANTANEOUS PRIZES).
- 3.4 The draw for the seven (7) instantaneous prizes will be held 48 hours after each of the first five (5) shows (Wednesday fireworks: Friday 11:59 p.m. EST – Saturday fireworks: Monday 11:59 p.m. EST).
- 3.5 The draw for the four (4) grand prizes will be held on August 10, 2011 during the Loto-Québec Grand Finale. All of the coupons will then be put in the barrel for the draw of the four (4) grand prizes.

If you have no coupon and wish to enter this promotional activity, send a 50-word handwritten letter that explains the reasons for your interest in the contest and a stamped self-addressed envelope. Mail all of this to:

Coup de cœur du public – National Bank contest
156, rue St-Paul
Québec (QC) G1K 3W1

Once we receive your letter, a “Coup de cœur du public - National Bank” coupon will be mailed to you for entry in the contest.

4. PRIZES

Instantaneous prizes:

- 10 family memberships (VIP card) worth \$105 for a 1-year period at the Musée national des beaux-arts du Québec;
- 25 gift certificates worth \$100 from Ameublements Tanguay;

Grand prizes:

- 1 gift certificate worth \$1,000 from Laurier Québec;
- 1 travel credit worth \$1500 from VIA Rail Canada;
- 1 gift certificate worth \$2,500 from Ameublements Tanguay;
- 1 trip for 4 people to one of the destinations to which Porter Airlines operates service, a value of \$5000;

5. DRAW

On July 25, 2011, at around 11:59 p.m. (Eastern Standard Time), the contest organizers will draw seven (7) names and award the following seven (7) prizes:

- 2 family memberships (VIP card), worth \$105, for a 1-year period at the Musée national des beaux-arts du Québec;
- 5 gift certificates worth \$100 from Ameublements Tanguay;

On July 29, 2011, at around 11:59 p.m. (Eastern Standard Time), the contest organizers will draw seven (7) names and award the following five (5) prizes:

- 2 family memberships (VIP card), worth \$105, for a 1-year period at the Musée national des beaux-arts du Québec;
- 5 gift certificates worth \$100 from Ameublements Tanguay;

On August 1, 2011, at around 11:59 p.m. (Eastern Standard Time), the contest organizers will draw seven (7) names and award the following seven (7) prizes:

- 2 family memberships (VIP card), worth \$105, for a 1-year period at the Musée national des beaux-arts du Québec;
- 5 gift certificates worth \$100 from Ameublements Tanguay;

On August 5, 2011, at around 11:59 p.m. (Eastern Standard Time), the contest organizers will draw seven (7) names and award the following (7) prizes:

- 2 family memberships (VIP card), worth \$105, for a 1-year period at the Musée national des beaux-arts du Québec;
- 5 gift certificates worth \$100 from Ameublements Tanguay;

On August 8, 2011, at around 11:59 p.m. (Eastern Standard Time), the contest organizers will draw seven (7) names and award the following seven (7) prizes:

- 2 family memberships (VIP card), worth \$105, for a 1-year period at the Musée national des beaux-arts du Québec;
- 5 gift certificates worth \$100 from Ameublements Tanguay;

On August 10, 2011, at around 9:30 p.m. (Eastern Standard Time), four (4) names will be drawn and the contest organizers will announce the winners live at the Loto-Québec Grand Finale in Montmorency Falls Park. The organizers will award the following four (4) prizes:

- 1 gift certificate worth \$1,000 from Laurier Québec;
- 1 travel credit worth \$1500 from VIA Rail Canada;
- 1 gift certificate worth \$2,500 from Ameublements Tanguay;
- 1 trip for 4 people to one of the destinations to which Porter Airlines operates service, a value of \$5000;

6. CLAIMING THE PRIZES

To be declared a winner and to claim your prize after being selected, you must:

a) be reached by phone during the fifteen (15) days following the date of the draw. Your name will also be on the organization's website, i.e., www.lesgrandsfeux.com. If the contest organizers cannot reach you after appropriate and reasonable efforts during this period of fifteen (15) days, you will be disqualified and a new draw will be held to award the prize in question;

b) correctly answer the mathematical skill-testing question when you are phoned;

c) if the contest organizers deem it appropriate, provide a photo ID.

If any of the above conditions are not met, or any other condition in the contest rules, your entry will be cancelled and you will not be entitled to your prize. A new draw will be held until a person is declared the winner.

The deadline for claiming prizes is September 13, 2011 at 5 p.m. (Eastern Standard Time). Claims may be mailed in or presented in person at:

Loto-Québec International Fireworks Competition
156, rue St-Paul
Québec (QC) G1K 3W1

7. GENERAL CONDITIONS

Any decision on this contest by the contest organizers or by their representatives is final and without appeal, while being subject to any ruling by the Régie des alcools, des courses et des jeux du Québec for any issue that comes under its jurisdiction.

By entering this contest, the winners discharge the contest organizers, their affiliated companies, their advertising and promotional agencies, and their employees, agents, and representatives of any liabilities for any kind of damage whatsoever that may result from acceptance or use of their prizes.

Prizes will be accepted as described in the contest rules. Prizes may not in any case be transferred to another person, used to replace another prize, or exchanged, in whole or in part for money, subject to the provisions of the paragraph below.

If the contest organizers find it impossible, difficult, and/or more onerous to award a prize (or portion of a prize) as described in the contest rules, they reserve the right to award a prize (or portion of a prize) that is similar in nature and equivalent in value or, at their complete discretion, the money value of the prize (or portion of the prize) that is listed in the contest rules.

The contest organizers do not guarantee in any way that the contest website will be accessible or operational without interruption throughout each of the contest periods or that it will be completely error-free.

The contest organizers reserve the right, at their complete discretion, to cancel, to amend, or to suspend in whole or in part this contest, or to terminate it, if an event or human action happens that may impair or affect the administration, safety, impartiality, or conduct of the contest as provided in the contest rules, subject to the approval of the Régie des alcools, des courses et des jeux du Québec, if required.

If the computer system cannot register all of the contest entries throughout the contest, for whatever reason, or if participation in the contest has to end in whole or in part before the end date provided in the contest rules, the contest organizers will randomly select the winners from among the names duly registered throughout the contest or, if need be, until the date of the event that will end further contest entries for this contest section.

People who enter or try to enter this contest discharge of all liability the contest organizers, their affiliated companies, their advertising and promotional agencies, and their employees, agents, and representatives for any damage that they may suffer by having entered or trying to enter the contest.

The winners authorize the contest organizers and their representatives to use, if required, their name, photograph, picture, declaration about the prize, place of residence, and/or voice for advertising purposes, without any form of payment. A declaration to this effect will be included on the Declaration Form that the winners will have to sign.

For the purposes of the contest rules, the entrant is the person whose contact information appears on the electronic registration form. This is the person who will receive the prize if he or she is declared the winner.

A dispute over the way a promotional contest is organized or conducted may be submitted to the Régie des alcools, des courses et des jeux du Québec in order that it be settled. A dispute over the awarding of a prize may be submitted to the Régie only as an attempt to reach a settlement.

No communication or correspondence will be exchanged with the entrants pursuant to the contest unless it is in keeping with the contest rules or is done at the initiative of the contest organizers.

When personal information is gathered on the entrants pursuant to the contest, it will be used only for administration of the contest. No communication, commercial or otherwise, that is unrelated to the contest or to games of chance will be sent to the entrant, unless he or she has given consent.

Any attempt to damage deliberately the contest website and/or any site relating to the contest or to sabotage the legitimate conduct of the contest is a violation of civil and criminal laws. If such attempts are made, the contest organizers reserve the right to reject the entrant's registration and to secure redress.

If a paragraph of the contest rules is declared or judged to be illegal, unenforceable, or invalid by a court of competent jurisdiction, this paragraph will be considered invalid, but all other paragraphs that are not affected will remain in effect within the limits allowed by the law.