



RULES AND REGULATIONS

“Traditions From Here” CONTEST

CONTEST PERIOD

The “TRADITIONS FROM HERE” contest is run by the Fédération des producteurs de lait du Québec (the “contest organizers”). It will take place online starting November 7, 2011 at 2:00 p.m. and ending December 12, 2011 at 1:59 p.m. EST (the “contest period”).

ELIGIBILITY

The contest is open to residents of Quebec who are aged 18 or over, with the exception of the contest organizers’ employees, representatives and agents, their affiliates, their advertising and promotional agencies, the suppliers of prizes, goods and services to this contest, and any other person directly associated with this contest, including members of the aforementioned employees’, representatives’ and agents’ immediate families (fathers, mothers, sisters, brothers, children), their legal or common-law spouses and any individuals with whom these employees, representatives and agents reside.

HOW TO ENTER

No purchase necessary. To enter, follow the instructions and fill out the entry form online at ourcheeses.com or fromagesdici.com. You can also enter at facebook.com/petitsplaisirsdici.com

Throughout the contest period, there is a limit of one contest entry per email address.

PRIZES

Grand prize

One (1) complete holiday dining set for 8 people, worth approximately \$2,500.

The prize includes:

- A dinnerware set (dinner plates, salad plates, bread plates, soup bowls, cups and saucers)
- A flatware set
- Schott Zwiesel wine glasses, water glasses and decanter
- A Laguiole cheese knife set and 3 serving boards
- Decorative accessories
- \$500 cash to help you set up your holiday dinner

Runner-up prizes

Four (4) beer and cheese tasting sets for 2 people. Each runner-up prize includes two (2) sets of four (4) Spiegelau beer glasses (stemmed pilsner, tall pilsner, wheat beer and lager), one (1) set of Laguiole cheese knives and two (2) serving boards, for an approximate total value of \$200 each.



Bonus prize

By entering through your Facebook account, you can win an additional bonus prize: one (1) deluxe Vinturi red wine aerator worth approximately \$115.

Draws

The winners of the runner-up prizes will be selected by means of an electronic draw carried out at the offices of Cossette Communication, located at 801 Grande Allée West, Suite 200, Quebec City, Quebec, G1S 1C1. There will be one (1) draw per week at the following times:

- November 14, 2011 at 2:00 p.m. EST
- November 21, 2011 at 2:00 p.m. EST
- November 28, 2011 at 2:00 p.m. EST
- December 5, 2011 at 2:00 p.m. EST

The grand prize winner will be selected from among all the entries received during the contest period. The electronic draw will take place at 2:00 p.m. EST on December 12, 2011 at the offices of Cossette Communication, located at 801 Grande Allée West, Suite 200, Quebec City, Quebec, G1S 1C1.

CLAIMING PRIZES

To be declared a winner and claim their prize, entrants selected for a prize must:

- a) be reached by telephone within 15 days of the draw date. Any entrant selected for a prize who cannot be reached through the reasonable and appropriate efforts of the contest organizers during this 15-day period will be disqualified, and another draw will be conducted to select another entrant for the prize in question;
- b) sign the declaration and liability waiver (the “declaration form”) sent by the contest organizers and return it to the contest organizers within 15 days of receipt;
- c) correctly answer the skill-testing question that appears on the declaration form;
- d) provide photo identification, if required, upon request of the contest organizers.

Failure to fulfil any of the conditions outlined above or any other condition will result in disqualification—the entrant selected as the winner will not be entitled to the prize. A new draw will be held to choose a new winner.

Within four to six weeks after the signed and completed declaration form has been received by the contest organizers, the winners will receive a document by mail confirming their prize and its terms.

ODDS OF WINNING

The odds of winning a prize depend on the number of entries received during the contest period.

A participant cannot win two runner-up prizes but may win both a runner-up prize and the grand prize.



GENERAL RULES

Prizes awarded through this contest have no cash value, may neither be exchanged nor transferred and must be accepted as awarded, except as provided in the section below. Prizes will be awarded only once prizewinners sign a declaration form that releases and holds harmless the contest organizers and sponsors from and against all liability with respect to property damage or personal injury that may be the result of or arise from the use of the prizes. The declaration form also authorizes the use, without compensation, of the winner's name, photograph, likeness or voice for the purpose of announcing the winner's identity or any other use related to this contest.

Entry forms that are incomplete, fraudulent, submitted late or otherwise non-compliant shall be rejected, and the entrants will not be entitled to an entry or to a prize, as the case may be.

The contest organizers reserve the right to disqualify a person or to cancel one or several entries of a person who participates or attempts to participate in this contest by using methods that do not comply with these contest rules or that are unfair to other entrants (ex.: hacking, using content in an unauthorized manner, entering more times than permitted, etc.). Such a person may be reported to the appropriate legal authorities.

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

By entering the contest, any entrant selected for a prize releases and holds harmless the contest organizers and their affiliates, advertising and promotional agencies, employees, agents and representatives from and against any damage resulting from the acceptance or use of the prize. In order to be officially declared a winner, the entrant must sign the declaration form prior to obtaining his or her prize.

Prizes must be accepted as described in these contest rules. They may not, in any case, be in whole or in part transferred to another person, replaced by another prize or exchanged for cash, except as provided in the section below.

In the event where it would be impossible, difficult and/or more costly for the contest organizers to award a prize (or a portion thereof) as described in these contest rules, they reserve the right to award a prize (or a portion thereof) of the same kind and of equivalent value or, at their sole discretion, the cash value of a prize (or a portion thereof) as indicated in these contest rules.

Winners of runner-up or bonus prizes acknowledge that upon receipt of their prize, the only applicable guarantee is the manufacturer's usual guarantee.

The contest organizers and their affiliates, advertising and promotional agencies, employees, agents and representatives waive all liability for faulty computer components, software or communication lines; the loss or absence of a communication network; and any failed, incomplete, incomprehensible or erased transmissions through any computer or network that may limit the ability of any person to participate in the contest or prevent them from participating. The contest organizers and their affiliates, advertising and promotional agencies, employees, agents and representatives also disclaim all liability for any damage or loss that may be caused, directly or indirectly, in whole or in part, by downloads from any Web page or of any software and/or by the transmission of any information concerning participation in the contest.

The contest organizers do not guarantee in any way that the contest Web site will be accessible or functional without interruption during the contest period, or free from errors.



Subject to approval by the Régie des alcools, des courses et des jeux du Québec, if required, the contest organizers reserve the right, at their sole discretion, to cancel, end, modify or suspend this contest, in whole or in part, due to any human intervention or other occurrence that corrupts or adversely affects the administration, security, impartiality or normal operation of the contest.

In the event that the computer system is not able to record all entries during the contest period, for any reason whatsoever, or in the event the contest is terminated in whole or in part before the end date indicated in these contest rules, the contest organizers will randomly select the winners from the entries submitted during the contest period or up to the date of the event that ended participation in the contest, as the case may be.

Persons who enter or attempt to enter this contest release the contest organizers and their affiliates, advertising and promotional agencies, employees, agents and representatives from all liability for any damages they may incur due to their participation or attempted participation in the contest.

For the purpose of these contest rules, the entrant is the person identified on the electronic entry form. Where appropriate, the prize will be awarded to this person if they are declared a prizewinner.

Any dispute regarding the organization or conduct of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux du Québec for a ruling. Disputes regarding the awarding of prizes may also be submitted to the Régie, but only for the purpose of helping the parties reach a settlement.

No communication or correspondence related to this contest shall be exchanged with entrants except as provided for in these contest rules or at the contest organizers' initiative.

Personal information collected from participants in this contest will be used only for contest administration. No communication—commercial or otherwise—unrelated to the contest or game will be sent to entrants unless they have agreed otherwise.

Any attempt to deliberately damage the contest Web site and/or any related Web sites or to undermine the legitimate operation of this contest is a violation of criminal and civil laws. Should such an attempt be made, the contest organizers reserve the right to disqualify the entrant and seek damages.

Any section of these contest rules that is declared or deemed illegal, unenforceable or invalid by a competent court shall be considered invalid. All other sections which are not affected by the ruling will be enforced to the full extent of the law.

By participating in this contest, all participants acknowledge that they have read and agree to these contest rules.

This contest is subject to all applicable federal, provincial and municipal laws.