

# CONTEST RULES

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## *1,000,000 Milliplein points to be won*

### **1. CONTEST ORGANIZER**

The *1,000,000 milliplein points to be won* contest is being held and organized by La Capitale General Insurance (“La Capitale” or the “Contest Organizer”).

### **2. CONTEST PERIOD**

The contest will be held in Quebec from 12:00 a.m. ET on May 27, 2017 to 11:59 p.m. ET on August 27, 2017 (the “Contest Period”).

### **3. ELIGIBILITY CONDITIONS**

To enter this contest, participants must be:

- A resident of the province of Quebec.
- Age 18 or over on or before September 22, 2017.

### **4. HOW TO ENTER**

Participation in this contest is free, with no purchase necessary.

To enter the contest, individuals must satisfy the eligibility conditions and the other conditions set out in these contest rules.

Subject to the limitations contained herein, there are two (2) ways to enter during the Contest Period:

#### A. At the time of a telephone or online quote

By indicating the Milliplein contest when requesting a telephone quote from La Capitale or one of its authorized representatives, or when obtaining an online quote at [lacapitale.com/millipleincontest](http://lacapitale.com/millipleincontest) for a home, automobile or leisure vehicle insurance product that is eligible under Section 7.3 of these rules.

Limit: One (1) entry per person, per eligible product

#### B. By being insured with La Capitale General Insurance Inc.

Those who already hold a home, automobile or leisure vehicle insurance contract that is eligible under Section 7.3 of these rules and in effect at the end of the Contest Period, who participate in the Milliplein rewards program and who have provided their Milliplein card number are automatically entered in the contest.

The Milliplein card number may be provided by calling a La Capitale agent or by completing the form available at [lacapitale.com/en/milliplein/form](http://lacapitale.com/en/milliplein/form). Once that is done, the person will be automatically entered in the contest.

Limit: One (1) entry per person, per eligible product

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## 5. DETAILS OF THE PRIZES

Entering this contest gives you the chance to win the following prize:

- 1,000,000 Milliplein points

The approximate retail value of Milliplein points depends on the method chosen to redeem them. The winner may go to any EKO gas station to redeem the Milliplein points for gas at the price in effect at the time of redemption or according to applicable Milliplein program conditions.

The winner may also redeem the Milliplein points with an authorized Milliplein partner based on the value of the points determined at the time of redemption and in accordance with applicable program conditions.

## 6. SPECIFIC PRIZE CONDITIONS

Prizes cannot be refunded, transferred, redeemed for cash or assigned.

The use and value of the Milliplein reward points are governed by the general conditions of the Milliplein program and are subject to change without notice. These conditions are available at [milliplein.com](http://milliplein.com).

## 7. DRAW

**7.1** Each prize will be awarded by a random draw from all eligible entries. The draw will be held in the presence of an employee witness at 3 p.m. ET on September 22, 2017 at La Capitale's head office in Quebec City.

**7.2** The odds of winning depend on the number of eligible entries received for each prize during the contest period. An entrant can only win once.

**7.3** The following insurance products are eligible for the draw: personal automobile insurance, home insurance for tenants, home insurance for condominium owners, home insurance for homeowners, watercraft insurance, trailer insurance, motorhome insurance, snowmobile insurance, ATV insurance and motorcycle insurance.

**7.4** La Capitale reserves the right to disqualify participants or entries that are not in compliance with contest rules.

## 8. ENTRY RESTRICTIONS AND EXCLUSIONS

**8.1** The number of entries per person is limited, as described in Section 4 of these contest rules.

**8.2** Employees, mandataries, directors and representatives of La Capitale and its affiliated companies, and individuals residing at the same address, may not enter the contest.

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**8.3** Also excluded from entering the contest are affiliated agents and agencies, their employees and individuals residing at the same address.

## **9. GENERAL PROVISIONS**

**9.1** To be declared a winner, the entrant selected at random must:

- Be reached by telephone by the Contest Organizer, to discuss prize delivery arrangements within five (5) business days of the draw. To avoid being disqualified, be reached in no more than two (2) attempts and, if a voicemail message is left, return the Contest Organizer's call within five (5) days of the voicemail.
- Confirm that he or she meets the eligibility conditions and other requirements of these contest rules.
- If the winner is not already a Milliplein member, Milliplein will register the winner for the program and will add the Milliplein points to that person's account within four (4) weeks of registration.
- Correctly and without assistance, answer a timed mathematical skill-testing question administered by telephone.
- Sign a liability waiver and declaration form, which will be forwarded by the Organizer. The form must be returned to the Contest Organizer by mail to 625 Jacques-Parizeau St, PO Box 17100 Quebec QC G1K 9E2 or by email to sarah.trudel-boisclair@lacapitale.com within three (3) business days following receipt. Please indicate "1,000,000 Milliplein points to be won."

Failure to comply with any of the above conditions or to accept the prize will result in disqualification of the entrant. In such a case, a new draw will be conducted, in accordance with these contest rules, until an eligible entrant has been chosen and declared a winner. If no entrant is declared a winner within thirty (30) days following the original draw, the Contest Organizer will have the right to cancel the prize.

**9.2 Verification** Entries are subject to verification by the Contest Organizer. Any entry or entry attempt that is deemed to be fraudulent, illegible, incomplete, received late or otherwise not in compliance with contest rules will be rejected. In such a case, the entrant in question will not be entitled to an entry or a prize. The Contest Organizer's decision concerning any aspect of the contest, including but not limited to the eligibility or disqualification of entries or entrants, will be final and without appeal, subject to a decision by the *Régie des alcools, des courses et des jeux du Québec* (RACJ) with regard to any matter under its jurisdiction.

**9.3 Disqualification:** The Contest Organizer reserves the right to disqualify any person or cancel one or more entries from a person who enters this contest or tries to do so by any means contrary to these contest rules or which would be unfair to the other entrants. Such person may be referred to the appropriate judicial authorities. The Contest Organizer's decision regarding this aspect of the contest is final and without appeal.

**9.4 Prize acceptance** The prize must be accepted as described in these contest rules and is not, in any case, transferable in whole or in part to another person, unless otherwise indicated herein.

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**9.5 Limitation of liability – Use of the prize** The prize winner releases the Contest Organizer, its advertising and promotional agencies and their employees, agents and representatives from any damage, inconvenience or loss resulting from his or her acceptance or use of the prize. Each entrant selected acknowledges that, as of his or her being informed of the prize delivery arrangements, the fulfilment of the obligations related to the prize becomes the entire and exclusive responsibility of the various service and product providers.

**9.6 Limitation of liability – Contest operation** The Contest Organizer, its advertising and promotional agencies and their employees, agents and representatives are not liable for any faulty computer components, software or line of communication, or for the loss or absence of network communication capability, or for any faulty, incomplete, incomprehensible or erased computer or network transmissions that make it difficult or impossible to enter the contest.

**9.7 Limitation of liability – Registration** The Contest Organizer, its advertising and promotional agencies and their employees, agents and representatives are not liable for any damage or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any web pages or software or by the transmission of any information concerning contest participation.

**9.8 Contest modification** The Contest Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this contest, in whole or in part, if there is any event or any human intervention that could corrupt or affect the administration, security, impartiality or conduct of the contest as provided for in these contest rules, subject to the *Régie des alcools, des courses et des jeux* approval, if required. In no case may the Contest Organizer, its subsidiaries, its advertising and promotional agencies, the suppliers of products or services related to this contest or its employees, agents and representatives be required to award more prizes or to award any prize other than in accordance with these contest rules.

**9.9 Notice to entrants – Information disclosure outside of Quebec** La Capitale and its affiliated companies may be doing business with one or more service provider(s) based outside of Quebec. It is therefore possible that some of your personal information held by La Capitale may be stored outside of Quebec and governed by the laws of foreign countries or states. By completing such forms, the entrant tacitly accepts such a situation.

**9.10 Authorization** The prize winner authorizes the Contest Organizer and its representatives to, if required, use his or her name, photograph, image, voice, contact information, place of residence or any statement relating to the prize for advertising purposes, without any compensation.

**9.11 Entrant** For the purposes of these rules, the eligible entrant is the person whose name appears on the entry, and it is to this person that the prize will be awarded if selected and declared a winner.

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**9.12 Prize limit** In no case may the Contest Organizer be required to award more prizes or to award any prize other than in accordance with these contest rules.

**9.13 Limitation of liability – Entry** Persons who enter or attempt to enter this contest release the Contest Organizer, its advertising and promotional agencies, subsidiaries and their employees, agents and representatives from any liability for any damage they may incur as a result of entering or attempting to enter the contest.

**9.14 Contest rules** The contest rules are available at the Contest Organizer's offices located at 625 Jacques-Parizeau St., Quebec QC G1R 2G5 and online at [lacapitale.com/millipleincontest](http://lacapitale.com/millipleincontest).

**9.15 Dispute** Any dispute regarding the organization or conduct of a promotional contest may be submitted to the RACJ for a ruling. Any dispute regarding the awarding of a prize may be submitted to the RACJ only for the purpose of helping the parties reach a settlement.

**9.16 French version** A French version of the rules is available on request at the following address: 625 Jacques-Parizeau St, PO Box 17100, Quebec QC G1K 9E2 In the event of a discrepancy between the French and English versions of the rules, the French version will prevail.