

## Rules

No purchase necessary. Contest Period: "How do you bring sunshine in the life of your loved ones and get a chance to win a magic bag and a day in a SPA" begins at 12:00am (EDT) on Monday October 6th, 2008 and concludes at 12:00am (EDT) on December 31st, 2008 (the contest period). Limit at one online entry per household computer.

**WEEKLY PRIZES winner selection:** The editorial team at Transcontinental Media located in Montreal will select 1 winning entry each week of the contest from the most originales and/ or interesting eligible entries received. The chances to win depend of the total number of participants.

**GRAND PRIZE winner selection:** Odds of winning depend on the number of eligible entries received. Notification: If you have been chosen as an eligible winner of the Grand Prize, you will be contacted by phone or e-mail by an employee of Transcontinental Media at the beginning of January, 2009.

### How to be declared a winner:

Before being declared a winner, each selected entrant must first correctly answer, with no help, a mathematical skill-testing question, to be administered by telephone by a representative of Transcontinental Media. If the eligible winner(s) cannot be reached by phone or e-mail or if the eligible winner(s) does not correctly answer the skill-testing question or satisfy all of the contest conditions for eligibility, he/she will be disqualified and another eligible winner will be selected from the remaining eligible entries who will then be required to comply with these Rules and Regulations in full. In the event that other potential winners are disqualified, the selection process shall continue until a successful winner has been determined. Winners will be required to sign a release. Prizes are as awarded and cannot be transferred, exchanged or refunded. All prizing is strictly subject to availability and restrictions if there are any. Delivery of the prize will be by courier to the winner's home address.

If prizes are not claimed within 30 days of notification, contest winners will forfeit prizes.

### Prizes:

- 24 Magic Bag thermotherapeutic:1 winner each week of the contest (retail value of 25\$/unit)
- GRAND PRIZE: an all-inclusive day spa retreat valued at 1 000 \$ CDN. The weekend package will be purchased on behalf of the Grand Prize winner.

**Eligibility:** Contest is open only to residents of Canada, except employees (and immediate family and household members of such employees) of the "Sponsors" and their respective affiliates and advertising and promotional agencies. This includes Sac Santé Inc., makers of Magic Bag products (hereinafter referred to as the "Contest Sponsor"), Transcontinental Media, their respective subsidiaries, affiliates, divisions, partners, suppliers, printers, distributors and advertising agencies and immediate families and household members. In these rules, "immediate family" is defined as spouse, domestic partner, children, siblings, parents and in-

laws. All entrants must be at least the age of majority in their province/territory of residence. By entering the contest, entrants agree to abide by the contest rules and regulations.

The contest sponsor accepts no responsibility for loss, damage or claims caused by, related to, or in any way resulting from the prize, its exercise or its acceptance. By entering the contest, each declared winner consents to the use of his/her name, likeness, image, photograph, voice, city of residence, for any and all programming and/or publicity, promotion or advertising purposes, commercial or otherwise, in all media and formats used by the Contest Sponsor or its agencies, without further compensation, throughout the world in perpetuity.

This contest is subject to all federal, provincial and municipal laws and regulations. Taxes, if any, are the sole responsibility of the Prize Winner. All contests are VOID WHERE PROHIBITED BY LAW.

In the Province of Quebec, any litigation respecting the conduct and awarding of a prize in this contest may be submitted to the Regie des lotteries et courses du Quebec. Any litigation respecting the awarding of a prize may be submitted to the Regie only for the purposes of helping the parties reach a settlement.

In the event of a dispute, the decisions of Sac Santé Inc. are final. All entries become the permanent property of Sac Santé Inc. No correspondence will be entered into except with each selected prizewinner.

**Releases:** By entering this contest, entrants confirm that they have read and understood these Rules. Entrants also agree, should they become an eligible winner, that they will sign a Declaration of Compliance with the Rules and a release form releasing each of the Sponsors, their respective affiliates, parents, subsidiaries, directors, officers, employees, agents and advertising and promotional agencies (collectively, the "Releases"), from any and all claims or liability of any kind arising from or in connection with this contest or a prize, including, without limitation, claims or liability in connection with the acceptance, use or misuse of the prize as awarded. All documents must be completed and returned within the period noted on those documents or the prize may be forfeited.

#### **1. Disclaimer:**

☒ All entries become the property of the Contest Sponsor, who shall have no liability for lost, stolen, late, damaged or misdirected entries; for any failure of the website during the promotional period; for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment or software; for failure of any e-mail or entry to be received by Sponsor for any reason including, without limitation, on account of technical problems or traffic congestion on the Internet or any website, or any combination thereof; or for any injury or damage to an entrant's or any other person's computer related to or resulting from participation or downloading any material in the contest. All entries are subject to verification and will be declared invalid if they are ineligible, incomplete, forged, falsified, altered or tampered with in any way.

☒ By entering the contest, I consent to the use of my name, likeness, image or photograph in connection with the Magic Bag “How do you bring sunshine in the life of your loved ones and get a chance to win a magic bag and a day in a SPA” promotional website located at [www.wrapyourself.mochasofa.com](http://www.wrapyourself.mochasofa.com) and for any and all programming and/or publicity, promotion or advertising purposes, commercial or otherwise, in all media and formats used by the Contest Sponsor or its agencies, without further compensation, throughout the world in perpetuity. I warrant that I am of the age of majority in the province in which I reside and that the information I have submitted would be considered reasonably appropriate for all audiences by the general public.

## **2. General:**

☒ The Contest Sponsor reserves the right to terminate, amend or suspend this contest or any part thereof at any time, without prior notice, if any factor interferes with its proper conduct as contemplated by these Rules. Without limiting the generality of the foregoing, the Contest Sponsor reserves the right, in their sole discretion and without prior notice, to terminate, amend or suspend the e-mail portion of this contest should a virus or bug, unauthorized intervention, technical failure or other cause, beyond the reasonable control of the Contest Sponsor, corrupt the security or proper administration of the contest. Any attempt to deliberately damage any website or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Any individual who tampers with the entry process, who acts in violation of these Rules or who attempts to undermine the administration, security or proper conduct of the contest is subject to disqualification, and in the Province of Quebec, with the consent of the Regie des alcools, des courses et des jeux. Entrants agree to abide by these Rules and the decisions of the independent judging panel, which are final in all matters relating to this contest.

☒ The use of any automated equipment to participate in this contest is prohibited and will instantly disqualify any entrant. Sponsors will not be responsible for any error, omission, interruption, defect or delay in any transmission or communication, for theft, destruction, unauthorized access, to, or alteration of entries or for any technical problem including but not limited to any injury or damage to participant's or any other person's computer related to or resulting from downloading or copying materials in the contest. In the event of a dispute as to who submitted the entry, entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an Internet Service Provider, Internet Access Provider, or other organization (e.g. business, education institute, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. In the event of a dispute, the potential winner may be required to provide Sponsors with proof that he/she is the authorized account holder of the e-mail address associated with the potentially winning entry.