

The "Epic Cabin" CONTEST Contest Rules

No purchase necessary.

1. The "The Epic Cabin" contest (the "**Contest**") has been organized by Bel Cheese Canada Inc. (the "**Contest Organizers**"). The contest will run from 12:00:00 a.m. (ET) on February 1, 2017 to 11:59:59 p.m. (ET) on March 12, 2017 (the "**Contest Period**").

ELIGIBILITY

2. The Contest is open to (a) all residents of Quebec ages thirteen (13) and over; and (b) all residents of other Canadian provinces and territories (i) ages 13 and over; or (ii) ages twelve (12) and under with parental consent. Eligibility will be determined at the time of entry. Employees, representatives and mandataries of the Contest Organizers, and any company, corporation, trust, or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, participating stores, suppliers of material and services related to this Contest, as well as members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and any individual with whom such employees, representatives and mandataries are domiciled are not eligible.

HOW TO ENTER

3. To enter, go to www.epiccabin.ca (the "Contest" website) and follow the on-screen instructions:
 - 3.1 Confirm that you are 13 years old or over by checking the appropriate box, select your province of residence from the scrolling menu, and click the "Submit" button.
 - 3.2 **If you are 13 years old or over**, you will have access to the contest website.
 - 3.3 **If you are 12 years old or under and live in Canada (except in Quebec)**, you will need parental consent to have access to the contest website. If you have not reached the age of 13 and live in Quebec, unfortunately you will not be able to have access to the website contest, nor will you be able to enter the contest.

- 3.4 Once you are on the contest website, go to the "Enter the contest" section.
 - 3.5 Choose from three (3) themes for an epic cabin in which you would like to spend a weekend.
 - 3.6 **If you are age 13 and over**, fill out the online entry form during the Contest Period by entering all the required information, including your first name, last name, email address, complete address, province of residence, telephone number and postal code. Then, you must declare to have read and accepted all the terms and conditions in the Contest Rules by checking the appropriate box. Once you complete these steps, click the "Submit my entry" button. A confirmation email will be sent to the email address you specified on the online entry form.
 - 3.7 **If you are age 12 and under** and a resident of Canada (except Quebec), you must obtain the consent of one of your parents or your legal guardian to enter the Contest. Then, complete the entry form, including your first name, last name, email address, province of residence, telephone number and postal code. Then, you will need to enter the name and email address of one of your parents or your legal guardian, allowing the Contest Organizer to send one of your parents or your legal guardian an email asking him or her to confirm that you can enter the Contest. Your parent or legal guardian and you will also need to read the Contest Rules and check the box confirming that you have read and understood them. After you and one of your parents or your legal guardian have completed these steps, you will need to click the "Submit my entry" button. An email will be sent to one of your parents or your legal guardian asking them to confirm that you can enter the Contest. If one of your parents or your legal guardian responds by the entry deadline, you will be entered in the Contest!
4. **Entry limits.** One entry per person and email address during the Contest Period. The use of only one email address when an entrant has more than one.

PRIZE

5. There is one (1) prize to be won, which consist of a theme weekend in a cottage with an approximate total value of five thousand dollars (\$5,000), including the following:
 - Rental of a luxury cottage for a weekend (2 nights) and decorated according to the theme of the cottage (maximum occupancy of 10 people), for an approximate value of \$2,500;

- A gift card valued at \$250, redeemable at a designated grocery store;
- The Contest Organizer will offer the following during the theme weekend at the cottage, for an approximate value of \$2,250:
 - Two (2) or three (3) activities within the context of the theme cottage. The choice of the activities and their number shall be made by the Contest Organizers, at their sole discretion;
 - The presence of a host during one of the activities;
 - Gifts at the choices of the Contest Organizers.

Odds of winning. The odds of an entry being selected depend on the number of eligible entries registered during the Contest Period.

DRAW

6. At 11:00 a.m. (ET) on March 13, 2017, at the office of the agency in charge of running the Contest, located at 1410, Stanley Street, Suite 500, Montreal, Quebec, H3A 1P8, a random draw of one (1) eligible entry will be held among all entries registered for the prize during the Contest Period.

PRIZE CONDITIONS

7. The location and choice of the cottage will be at the discretion of the Contest Organizer, who will consider the winner's place of residence in order to limit the travel time required by the winner and his/her guests.
8. The winner will have until October 1, 2017 to contact the Contest Organizer's representatives to reserve the cottage. The winner must provide the names and contact information of the guests who will accompany him or her. The stay at the cottage must be between December 1, 2017 and March 31, 2018, under penalty of nullity.
9. The winner and all guests must sign a Declaration and Release Form (the "Release Form") before they can participate. For minor guests, the Release Form must also be signed by one of their parents or their legal guardian.
10. In the event that the winner has not reached the age of majority, his or her parent or legal guardian must take possession of the prize, complete the Release Form and travel and remain at all times with the winner and any guests who have not reached the age of majority, if applicable;

11. Any expenses other than those mentioned above will be borne by the winner and his/her guests, including but not limited to, transportation between the residence and the cottage, activities excluded from the prize, gas, parking, meals, beverages, excluded gratuities and taxes, personal insurance, Internet access fees, long distance phone calls and other expenses of a personal nature.
12. The winner also agrees to respect the terms and conditions of the cottage's landlord at the cottage, including the security deposit, if necessary, "no-smoking" regulations and "no-pet" rules. The gift card will be subject to the terms and conditions of the card issuer.
13. Some activities available during the stay may require good physical condition and minimum skills. To this end, the winner and his/her guests agree to respect any decision, advice or instructions from the guides or officials, if any, and exempt the Contest Organizer from any claims.
14. If a portion of the prize (including one of the activities) is not used, no compensation will be awarded to the winner or his/her guests, except with the consent of the Contest Organizer. To this end, the Contest Organizer reserves the right, at his/her sole discretion, to make certain modifications to the prize components in conjunction with the winner. For greater clarity, the Contest Organizer may decide to make certain changes to the prize to accommodate the winner but is not required to do so and cannot be coerced to accommodate the winner.

AWARDING OF PRIZE

15. To be declared a winner, the entrant selected for a prize must:
 - 15.1 Be reached by phone by the Contest Organizers' representatives within five (5) business days of the winning entry being selected on the Internet;
 - 15.2 Have correctly answered the mathematical skill-testing question on the Release Form, without assistance, by telephone by the Contest Organizers;
 - 15.3 Complete and sign the Release Form that the Contest Organizers will provide him or her by mail or email to the effect that he or she has fulfilled all the requirements of these Contest Rules, and return it to the Contest Organizers within ten (10) business days of receiving it. To the extent that the selected entrant is a minor, the Release Form must be completed and signed by one of his/her parents or his/her legal guardian;

- 15.4 Undertake to obtain from all his/her guests a duly completed and signed Release Form. For minor guests, the Release Form must be duly signed and completed by one of their parents or their legal guardian.
- 15.5 Undertake to respect all conditions relating to the rental of the cottage and the use of the gift card.
- 15.6 Provide photo ID, upon request and in a timely manner.
- 16. Failure to comply with one of the conditions mentioned in these Contest Rules or accept the prize during the specified period will cause the selected entrant to be disqualified and the prize will be returned to the pool of available prizes.
- 17. Within ten (10) days of receiving the duly completed and signed Release Form, the Contest Organizers will contact the winner to provide the prize's complete details and how to take possession of the prize.

GENERAL CONDITIONS

- 18. **Verification.** All document allowing entry into the Contest and all Release Forms are subject to verification by the Contest Organizers. Any document that is, as the case may be, incomplete, illegible, mutilated, fraudulent, registered or submitted late, bearing an invalid email address or phone number, not bearing the correct answer to the mathematical skill-testing question or otherwise non-compliant shall be rejected and will not qualify as an entry or be eligible for a prize, as the case may be.
- 19. **Disqualification.** The Contest Organizers reserve the right to disqualify a person or cancel one or more entries of a person who enters or tries to enter this Contest by using methods that do not comply with these Contest Rules or that are unfair to other entrants (e.g., entries exceeding the authorized limit). Such a person may be reported to the appropriate legal authorities.
- 20. **Conduct of the Contest.** Any attempt to deliberately damage the Contest website or sabotage the legitimate conduct of this Contest constitutes a violation of civil and criminal laws. Should there be any such attempts, the Contest Organizers reserve the right to reject the entrant's entries and obtain legal or equitable relief under applicable laws.
- 21. **Acceptance of a Prize.** Prizes must be accepted as described in these Contest Rules and 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 portion below.

22. **Prize Substitution.** 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 portion thereof) of the same kind and of equal value or, at their sole discretion, the cash value of a prize (or portion thereof) as indicated in the Contest Rules.
23. **Liability limit: use of the prize.** By entering the Contest, any entrant selected for a prize releases and holds harmless the Contest Organizers, any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, their employees, representatives and mandataries (the "**Released Parties**") from and against any damage resulting from the acceptance or use of the prize. By entering this Contest, any entrant selected for a prize releases the Contest Organizer and each one of its directors, officers, agents, representatives, successors and beneficiaries (collectively the "Released Parties") from any and all liability for any damages it may incur as a result of acceptance or use of his/her prize or any activities in connection with the prize, including transportation. The Released Parties disclaim all responsibility for the malfunction of any computer component, including the Contest website, any software or any communication line, with respect to the loss or absence of network communication or in connection with any faulty, incomplete or incomprehensible transmissions or any transmission erased by a computer or network and which could limit the possibility of, or prevent someone from, reading the entry rules. The Released Parties also disclaim all liability for any damage or loss that may be caused, directly or indirectly, in whole or in part, by downloading any web page, software or otherwise, or by transmitting any information related to entering the Contest.
24. **Liability limit: prize supplier.** Any entrant selected for the prize acknowledges that, upon awarding of the prize, the obligations related to it become the responsibility of the providers of the products and services to the prize.
25. **Contest modification.** The Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this Contest in whole or in part, should human intervention or an event take place that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules, subject to approval by the *Régie des alcools, des courses et des jeux du Québec*, if required. In the event that, for any reason whatsoever, participation in the contest should be terminated in whole or in part before the end date planned by these Contest Rules, the draw may be taken, at the discretion of the Contest Organizers, from those entries duly registered and received up to the date of the event terminating Contest participation.

26. **Prize limit.** In no event shall the Contest Organizers be required to award more prizes than indicated in these Contest Rules or award a prize of a higher value than in compliance with these Contest Rules.
27. **Authorization.** Any entrant selected for a prize authorizes the Contest Organizers and their representatives to use, if required, his/her name, photo, likeness, voice, place of residence and/or statement regarding a prize for publicity purposes, without any form of compensation.
28. **Personal information.** Entrants' personal information collected for the purposes of the Contest will only be used to administer the Contest. No commercial or other communications unrelated to the Contest will be sent to entrants, unless they have otherwise agreed to receive such communication.
29. **Property.** Declaration & Release Forms are the property of the Contest Organizers and shall not, in any case, be returned to entrants.
30. **Entrant identification.** For the purposes of these Contest Rules, the entrant is the authorized account holder associated with the email address that appears on the Entry Form and the Prize will be awarded to this person if he/she is selected and declared the winner. In the event that a selected entrant for a prize is a minor, one of his/her parents or his/her legal guardian must sign the Declaration & Release Form and accept the Prize on his or her behalf to be declared a winner.
31. **Minor guest.** In the event that a guest is a minor, one of the parents or the legal guardian of the minor must sign the Declaration & Release Form on the guest's behalf and return it to the Contest Organizer within the period specified by the Contest Organizer to participate in the prize.
32. **Contest Organizers' decision.** 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.
33. **Litigation.** For Quebec residents, any litigation respecting the conduct or organisation of a publicity contest may be submitted to the *Régie* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the *Régie* for the purpose of helping the parties reach a settlement.
34. **Unenforceability.** If a section of these rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections shall be applied within the limits of the law.

35. **Language.** In case of a discrepancy between the French and English version of these Contest Rules, in the event that a French version is available, the French version shall take precedence.