

# “ULTRAMAR’S REVEAL-A-DEAL” CONTEST SUMMER 2010 ONTARIO EDITION

1. The “Ultramar Reveal-A-Deal” Contest is held by Ultramar Ltd. (hereinafter the “Contest Organizers”) in participating Ultramar Stations from May 25, 2010 to September 7, 2010 inclusively (hereinafter the “Contest Period”).

## **ELIGIBILITY**

2. This contest is open to all persons residing in Ontario with the exception of the Contest Organizer’s employees, agents and representatives, those of their affiliated companies, of participating Ultramar Stations, of their advertising and promotional agencies, suppliers of materials and services relating to the contest or any other party directly linked to this contest, as well as any member of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and individuals with whom such employees, agents and representatives are domiciled.

## **HOW TO ENTER**

3. To enter, simply have the Reveal-A-Deal coupons (hereinafter the “coupons”) included in the contest booklet decoded. Booklets are delivered to Ontario households by Canada Post on or around May 25, 2010. The total number of booklets printed is approximately 423,129. Booklets and coupons are not available in Ultramar Stations. It is also possible to get the booklet by emailing a request to this effect to [revealadeal.ca](mailto:revealadeal.ca), or by mailing a request to this effect to Ultramar, at 2200 McGill College Ave., 4th floor, Montreal (Quebec) H3A 3L3, subject to availability.

4. On your next visit to a participating Ultramar Station in Ontario, Quebec, New Brunswick, Nova Scotia or Prince Edward Island, ask the station’s attendant to decode one of your Reveal-A-Deal coupons. Each booklet contains ten (10) Reveal-A-Deal coupons for a total of \$8.75 worth of discounts on gasoline or diesel fuel. In addition to the rebate, your Reveal-A-Deal coupon may reveal one of the prizes available as mentioned in paragraph 5. Only one coupon can be decoded per day, per visit. Deadline to have the coupons decoded: September 7, 2010. No purchase required for decoding. The number of prizes will diminish as they are awarded.

## **PRIZES**

5. There are ten (10) prizes each consisting of \$2,000 (taxes included) in gasoline at participating Ultramar Stations. The prizes will be offered in prepaid cards redeemable at participating Ultramar Stations

## **HOW TO CLAIM A PRIZE**

6. Should your Reveal-A-Deal coupon reveal “the chance to instantly win one of 10 prizes of \$2,000 in free gasoline” you could win this prize. To claim your prize, you must ask for a claim form by calling 1-888-837-0075, Monday to Friday, during normal business hours. The deadline for requesting a claim form is September 8, 2010.

7. Legibly complete your form by writing your name, address, age, phone numbers where you can be reached and the correct answer to the mathematical skill-testing question appearing on the form, as well as the ten (10) numbers of the CUP symbol appearing on the right-hand side of your Reveal-A-Deal coupon. Once your claim form is completed, you must sign it, put your initials on the Reveal-A-Deal coupon that revealed your prize and send your claim form and coupon to the address indicated on the claim form.

8. Prize claims must be received by September 24, 2010 at the latest. Those received after this deadline will be null and void. We recommend that you send in your prize claim by registered mail. The handling of the prize claim, as well as the proof of its content are the sole responsibility of the contest entrant.

## **GENERAL RULES**

9. All prize claims (forms and coupons) are subject to verification by the Contest Organizers or their representatives. Every prize claim (form or coupon) that is mutilated, altered, fraudulent, obtained from an unauthorized source, reproduced by hand or by any other means whatsoever, illegible or incomplete, that does not bear the signature or the initials, or the correct contact information, or the correct answer to the mathematical skill-testing question, as the case may be, or otherwise not in compliance will be automatically rejected and will not be eligible to win a prize.

10. Only official coupons shall be accepted for verification purposes. Over and above the conditions stated herein, in order to be declared a winner, a coupon must include the identification of a prize as well as the security codes validated by Ultramar. All coupons and prize claim forms submitted to claim a prize or to participate in the contest become the property of Ultramar, and no correspondence shall be addressed to those having entered the contest other than those who required a claim form, those selected for a prize or those officially declared winners.

11. The Contest Organizers reserve the right to disqualify a person or cancel one or more participations of a person if he/she 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 (e.g.: use of coupons obtained through unauthorized sources, participation exceeding the limit permitted). This person may have to answer to the relevant legal authority.

12. The Contest Organizers are not responsible for prize claims that have been misdirected or sent in late by entrants.

13. In the event that the number of coupons entitled to win a prize in the Reveal-A-Deal portion should be higher than the number of prizes for that portion indicated in the present Contest Rules, due to an error or to a mechanical, electronic or other defect, the Contest Organizers reserve the right to postpone the awarding of prizes. Prizes not yet handed out at that time will, at the sole discretion of the Contest Organizers, be awarded by means of a random draw among all persons who presented a claim before the deadline to claim a prize stated herein. Entrants acknowledge and accept that under no circumstances whatsoever will Ultramar be liable to award more prizes than the number of prizes mentioned in the present Contest Rules.

14. In the event a Reveal-A-Deal coupon contains a printing error whereby the said coupon does not have all the essential features to allow participation in the contest, the sole responsibility of the Contest Organizers will be to replace the defective coupon. In such a case, give your defective coupon to the station’s attendant no later than August 27, 2010 along with your name, address and phone number. You will receive a replacement coupon within the following days, while supplies last. Once supplies of coupons have been distributed, replacement coupons will no longer be available. In any event, the number of coupons distributed will be limited to the number indicated in the present Contest Rules.

15. Prizes must be accepted as described in the present Contest Rules and cannot be transferred to another person, substituted for another prize or exchanged totally or in part for their cash value, subject to the provisions in the following paragraph.

16. In the event that the Contest Organizers are unable to award a prize (or portion of the prize) as described in these Contest Rules for reasons unrelated to the winner, they reserve the right to award a similar prize (or portion of the prize) of equal value or, at their sole discretion, the value in cash of the prize (or portion of the prize) indicated in these Contest Rules.

17. By participating in this contest, winners authorize the Contest Organizers and their representatives to use, if required, their name, photograph, image, place of residence, voice and/or statements related to the prize for advertising purposes, without any compensation whatsoever. A statement to this effect will be included in the claim form.

18. The winners release Contest Organizers, their affiliated companies, participating Ultramar Stations, their advertising and promotional agencies, their employees, agents and representatives from any and all liability for any damages they may suffer as a result of their participation in the contest, whether or not in compliance with the Contest Rules, as well as those resulting from the acceptance or use of their prize. Prior to obtaining their prize, winners agree to sign a declaration to this effect on the claim form.

19. Any person who participates or tries to participate in this contest releases the Contest Organizers, their affiliated companies, participating Ultramar Stations, their advertising and promotional agencies, their employees, agents and representatives, from any and all liability for damages which he/she may incur as a result of participating or trying to participate in this contest.

20. The Contest Organizers, their affiliated companies, their advertising and promotional agencies, their employees, agents and representatives are not liable for faulty computer components, software, or communication lines, relating to the loss or absence of network communication that could limit the possibility or prevent any person from reading the terms and conditions of this contest. The Contest Organizers, their affiliated companies, their advertising and promotional agencies, their employees, agents and representatives waive all liability from any damages or loss that could arise, directly or indirectly, in whole or in part, from downloading any Internet page or any software regarding the participation of this contest and do not warrant that access to or use of the Contest website will be uninterrupted during the Contest period or error-free.

21. Except for what is provided for in section 13, the Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this contest, in whole or in part, in the case of the occurrence of an event or any human intervention that could corrupt or affect the administration, safety, impartiality or the running of the contest as foreseen in these Rules. In any case, the Contest Organizers, their affiliated companies, their advertising and promotional agencies, as well as their employees, agents and representatives, cannot be held liable to award more prizes than those indicated in these Contest Rules or award prizes otherwise than in compliance with these Rules.

22. For the purpose of these Contest Rules, the entrant is the person whose name appears on the claim form. It is to this person to whom the prize will be awarded if he/she is declared a winner, subject to the provisions in the following paragraph.

23. In the event a minor wins a prize, an adult parent or legal guardian will also have to sign the declaration and liability waiver form and accept the prize on his/her behalf.

24. All decisions of the Contest Organizers or those of their representatives regarding this contest are final and binding.

25. If a section of the Rules and Regulations is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.

26. Entrants’ personal information collected for the purposes of the Contest will be used only to administer the Contest and no commercial or other communications unrelated to the Contest will be sent to entrants.

