

\$1 Contest Rules

1. The contest is organized by ALT Hotel and will be held in Canada every day from April 1, 2010 to August 1, 2010, at 5:59 p.m. EST (hereinafter referred to as “the duration of the contest”).

2. ELIGIBILITY

The contest is open to all people aged 18 or older, with the exception of employees, representatives, and agents of Groupe Germain, its affiliates and advertising/promotional agencies involved in this contest, suppliers of prizes, materials, and services related to this contest, as well as their immediate family members (brothers, sisters, children, father, mother), their legal or de facto partners, and any persons with whom these employees, representatives or agents reside.

3. HOW TO PARTICIPATE

- a) To be eligible, participants must make an online reservation directly on our website and stay at the hotel or send us a 50-word and more letter accompanied with a picture on the theme of “Why would you like to stay at ALT Hotel”.
- b) The text must be sent by e-mail, not by post.
- c) The sender’s telephone number, including area code, must be clearly indicated in the letter.
- d) The letter must be sent before 6:00 p.m. EST for the daily draw.
- e) Persons arriving at the hotel on the day of the draw and having reserved online on our website will be eligible for the daily draw.
- f) The prize cannot be exchanged, reimbursed, nor converted into cash and is in effect on the day of the draw itself.
- g) The organizers of the contest cannot be held responsible for any submissions which are late, lost or damaged.

4. DESCRIPTION OF PRIZE

One (1) night at the hotel, single or double occupancy, for the price of \$1, plus tax (actual value of \$129, plus tax) to be used prior to August 31, 2010. All charges exceeding the value of the prize are the winner’s responsibility.

The following conditions apply to the prize:

- a) The winner must make an online reservation on the hotel’s website and stay at the hotel in order for his participation to be valid.
- b) The winner will be informed at the time he checks out of the hotel and pays the bill or by telephone, for those who send us a 50-word and more letter accompanied with a picture on the theme of “Why would you like to stay at ALT Hotel”.
- c) The winner should be aware that anything not specifically indicated above as being part of the prize is not included, such as insurance, gratuities, alcoholic beverages, personal expenses, activities and excursions, etc.

- d) In the event of the prize becoming unavailable for reasons beyond the contest organizers' control, the organizers reserve the right to replace it with another prize of a similar nature and value.
- e) The value of the prize is based on prices in effect in during the run of the contest.
- f) For persons who send us a letter, the prize is valid for a period of three (3) months from the date of the draw.
- g) A person who wins having sent a 50-word and more letter accompanied with a picture on the theme of "Why would you like to stay at ALT Hotel" must reserve on a date when the hotel has room available.
- h) Should the winner be unable to make use of the prize within the period of validity, he will not receive a cash amount in exchange.
- i) No compensation will be offered if the prize or some aspect thereof must be cancelled due to reasons beyond the organizers' control (force majeure situations such as extreme weather, strikes, etc.).
- j) The organizers cannot accept any responsibility for claims, losses, damages, fees or expenses which may arise from any accident, injury or death associated with the use of this prize.
- k) The organizers reserve the right to use the 50-word and more letter accompanied with a picture on the theme of "Why would you like to stay at ALT Hotel" without the authors' permission and without remuneration.
- l) Transportation costs, whether for arrival or departure, between the winner's residence and ALT Hotel will be borne by the winner.

5. DRAWS

- a) The draw will be made every day at 9:00 p.m. EST in the reception area of ALT Hotel in the presence of an authorised employee. One (1) eligible entry will be selected at random from all entries received the latest at 5:59 the day of the draw for arrival on the same day. The 50-word letter should be received between 6:01 p.m. on the previous day and 5:59 p.m. on the day of the draw.
- b) The probability of an entry being drawn at random depends on the total number of entries registered over the duration of the contest.

6. GENERAL CONDITIONS

In order to be declared a winner, an individual must:

- a) be eligible under the terms of these rules;
- b) be reached by telephone by the contest organizers within fifteen (15) days of the random draw, in the case of those who submit a 50-word and more letter accompanied with a picture on the theme;
- c) respond correctly, without help and within a limited time, to a math question which will be asked by telephone at a time decided in advance by the winner and the contest organizers for those who send us a 50-word and more letter accompanied with a picture or at the time of paying the bill for those who reserved online via our website;

d) sign an acknowledgement and release of liability form (hereinafter referred to as the “Release Form”) which will be sent by post for those who send us a letter.

7. In the event of failing to respect any of the conditions mentioned above or any other condition specified in these rules, the person selected in the draw will be disqualified and a new draw complying with these rules will be held until a participant is chosen and declared a winner.

8. Within fifteen (15) days of receiving the Release Form, the contest organizers will send a letter confirming the prize and explaining how to claim it to those winners who submitted 50-word and more letter accompanied with a picture to us.

9. Entries are subject to verification by the contest organizers. All entries or attempted entries which are fraudulent, incomplete, received or submitted late, or in any other way non-compliant may be rejected and have no right to be considered for entry or for a prize, as the case may be. All decisions by the contest organizers with regard to all aspects of the contest, including but not limited to the eligibility and/or disqualification of entries, will be final and not open to appeal, subject to any decision by the Régie des alcools, des courses et des jeux du Québec in relation to any issue falling within its area of jurisdiction for Quebec residents.

10. The contest organizers reserve the right to disqualify a person or to cancel one or more entries by a person if he enters or tries to enter this contest by means which contravene these rules or which may be unfair to other participants (e.g., computer hacking). Such a person may be referred to the relevant judicial authorities. The contest organizers’ decision in this area is final and not open to appeal.

11. The prize must be accepted as described in these rules and cannot be replaced by another prize, or exchanged, either in part or in whole, for a monetary sum, excepting the circumstances described in the following paragraph.

12. In the event that the organizers, for reasons unrelated to the winner, are unable to award the prize as described in these rules, they reserve the right to award a prize of a similar nature and equivalent value or, at their discretion, a monetary sum equal to the value of the prize as described in these rules.

13. The person selected for the prize releases the Groupe Germain, all its affiliates and advertising/promotional agencies involved in this contest, all suppliers of prizes, materials, and services involved in this contest, and all its employees, agents and representatives from all responsibility for any damages he may suffer following the acceptance or use of the prize. In order to be declared a winner and prior to obtaining the prize, each person must agree to sign a Release Form to this effect.

14. The contest organizers, their advertising/promotional agencies, and their employees, agents, and representatives are released from all responsibility related to the malfunctioning of any computer components, software or communication lines, the loss

or absence of communication networks, or transmissions which are faulty, incomplete, incomprehensible or deleted by any computer or network and which could limit or prevent the possibility of any person taking part in the contest. The contest organizers, their advertising/promotional agencies, and their employees, agents and representatives cannot be compelled to award more prizes than indicated in these rules or to award prizes in any way other than in compliance with these rules.

15. By participating in this contest, each winner authorizes the organizers and their representatives to use, if needed, their name, photograph, image, voice, place of residence and/or statement regarding the prize for advertising purposes, without any form of remuneration.

16. Any person participating or trying to participate in this contest releases the organizers, their affiliates, their marketing agencies, and their employees, agents, and representatives from all responsibility for any damages they may suffer due to their participation or attempt to participate in the contest.

17. For Quebec residents, any dispute regarding the organization or running of a promotional contest may be submitted to the Régie des alcools, des courses et des jeux du Québec in order to be resolved. A dispute regarding the awarding of a prize may be submitted to the Board solely as part of an intervention intended to settle it. Residents of other provinces should contact the Competition Bureau Canada.

18. For the purposes of these rules, the participant is the person whose name and personal information appear in the billing address section of the order form. The prize will be given to this person if he is selected and declared a winner. In the event that delivery and billing information are not the same, only the name and coordinates entered in the billing address section will be registered for the purposes of the contest.

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

20. NB: The use of the generic pronoun “he” in these rules is solely for the purposes of making the text easier to read.