



## OFFICIAL RULES

### CONTEST TITLED CORONA (the “Contest”)

**Dates:** July 18<sup>th</sup> to August 14<sup>th</sup>, 2024

- 1. ORGANIZER.** The contest is held by **Metro Richelieu Inc.** (hereinafter “**Super C**”, the “**Organizer**” or the “**Contest Organizer**”) at 11011, boul. Maurice-Duplessis Montreal H1C 1V6, (the “**Participating Store**”).
- 2. CONTEST PERIOD.** The Contest will run during the following period (“**Contest Period**”)

Contest Start  
Date: July 18<sup>th</sup>, 2024  
Time: 12:01 a.m (Eastern Daylight Time)

Contest End  
Date: August 14<sup>th</sup>, 2024  
Time: 11:59 p.m, (Eastern Daylight Time)

### 3. ELIGIBILITY

The Contest is open to residents of Quebec who are of the age of majority at the time of entry.

The following are excluded: directors, officers, executives, employees, agents and representatives of the Contest Organizer, its parent company, or any company, trust or other legal entity controlled by or affiliated with them, of participating stores, advertising and promotional agencies, suppliers of prizes, goods and services related to this Contest, as well as the individuals with whom they reside (whether related or not).

### 4. NO-PURCHASE-REQUIRED ENTRY

**No purchase required to enter or win. A purchase does not increase odds of winning.**

**Limit.** Entrants must respect the following limits, failing which they will be disqualified:

- One (1) entry per person per day, whether entry is with purchase or without;
- One (1) prize per person per household.
- For the no-purchase entries, the Organizer will accept only one (1) letter per day, per envelope, per person.

The Contest will run in 102 participating Super C stores in Quebec (the “**Participating Stores**”).

**Entry-** During the term of the Contest, an eligible person may enter the Contest by purchasing one (1) participating Corona Product (“**Participating Product**”) from a Participating Store. The list of participating products is set out in the Appendix to this Regulation. An Eligible Person will automatically obtain one (1) entry code to register at [superc.ca](http://superc.ca), regardless of the number of Participating Products purchased in the same transaction at a Participating Store during the Contest Period, for a minimum of one (1) Participating product purchased is respected. Limit of one entry code issued per receipt.

**No-purchase entry.** To receive a no-purchase entry, write a handwritten, original letter of at least 50 words explaining why you like Super C, along with your full name, address including postal code, phone number and email address. You may also mail it, in an envelope with sufficient postage, to: Consumer Service, 7151 Jean-Talon Street East, 3rd Floor, Montreal, Quebec, H1M 3N8, so that it is received at least ten (10) days before the end of the Contest. Your letter will be validated by a representative of the Organizer.

## 5. PRIZES

The prizes to be won, the number of prizes and their approximate retail value are:

Description (with inclusions and special conditions)	Number of prizes available	Approximate retail value of each prize	Chances of winning
<b>Prize:</b> One trip for one winner and three (3) guests to Cartagena and Corona Island in Colombia	One (1)	\$ 29 000 CAD	Depends on the number of eligible entries received during the Contest Period.

**Conditions for prizes.** The prizes are subject to the Prize Partner's terms and conditions of use. Additional restrictions may apply. Prize Partner is only responsible for the prize(s) it provides and not responsible for the promotion, operation, administration or execution of the Contest. The Organizer bears no liability relating to the prize once it is delivered.

## 6. DRAW

Date: September 14<sup>th</sup>, 2024  
Time: 12:00 p.m (ET)  
Place: 11011 Maurice-Duplessis, Montreal, QC, H1C 1V6

Draw details:

Prize: Random draw of one (1) entry, from among all eligible entries received during the Contest Period.

## 7. CLAIMING PRIZES

To be declared a winner, a selected entrant must:

- a) be reached by phone or email, at the Contest Organizer's sole discretion, within five (5) days of the draw. Any selected entrant that the Organizer, having taken appropriate and reasonable measures, has not been able to reach within that time shall be disqualified, and there will be a new draw to award the prize. A selected entrant reached by email must reply according to the instructions therein, if any. Any prize notification email with an "undeliverable message" shall result in the entrant's disqualification and the selection of a new entrant;
- b) sign the Declaration and Release Form sent by the Organizer and return it to the Organizer within 3 days of receipt;

- c) answer a mathematical skill-testing question correctly, without assistance or mechanical aid;
- d) provide photo ID, upon request and in a timely fashion;
- e) claim the prize within a maximum of 180 days following the end of the Contest.

Failure to comply with the conditions set out in these Rules or to accept his/her prize will result in the selected entrant's disqualification. In which case, the Contest Organizer may, at its sole discretion, cancel the prize or draw again from among the remaining eligible entries until an entrant is selected and declared the winner. If no entrant is declared the winner in sixty (60) days following the initial draw, the prize will be cancelled.

Within two (2) to four (4) weeks of receiving the duly completed and signed Declaration and Release Form, the Contest Organizer will contact the winners with information on how to collect their prizes.

**Non-acceptance of a prize.** A selected entrant's refusal to accept a prize under the terms of these Rules releases the Contest Organizer from any obligation related to awarding the prize to said person.

**Awarding of prizes.** No prize shall be given until the winner is confirmed. Prizes are not transferable and must be accepted as awarded without substitution or cash in lieu, except at the Organizer's sole discretion. The Organizer reserves the right to substitute a prize (or part of a prize) of similar nature and equal value, or, at its sole discretion, the cash value of the prize (or part of the prize) indicated in these Rules.

**Prize claiming costs.** Winners are responsible for all costs and expenses incurred by them in claiming or using a prize.

**Limited prizes.** In no event shall the Contest Organizer be required to award more prizes than indicated in the Contest Rules or to award prizes otherwise than according to Contest Rules.

## 8. GENERAL CONDITIONS

**Disqualification.** All Contest-related documents, including but not limited to, entry forms, scratch cards, and Declaration and Release Forms, are subject to verification by the Contest Organizer. Incomplete, illegible, mutilated, fraudulent or deteriorated entries as well as entries containing printing or other errors or that have been tampered with, spoiled, modified, falsified, reproduced or illegally obtained shall be rejected. Entrants who do not comply with these Rules are subject to be excluded from this Contest and any future contests and promotions the Organizer may hold, including, but not limited to, any entrant guilty or suspected: (i) of tampering with materials, entry forms, entry processing or the Contest's conduct or any technical or mechanical element of the Contest, or (ii) of deliberately damaging Contest-related Web sites, Web pages or applications or of sabotaging the legitimate conduct of this Contest, or (iii) of breaking these Rules, or (iv) of using means that do not comply with the Rules or are unfair to other entrants, or (v) to have obtained entries exceeding the authorized limit provided in the Rules, or

(vi) to have used several names, identities, e-mail addresses and/or any automated system or program to enter or participate in the Contest, or (vii) to have disrupted the conduct of the Contest in any other way, or (viii) of acting unfairly or to adversely affect, annoy, abuse, threaten or harass another person. ANY ATTEMPT BY AN ENTRANT OR OTHER PERSON TO DELIBERATELY DAMAGE A WEB SITE, EQUIPMENT, APPLICATION OR TECHNOLOGY USED FOR THE CONTEST OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST CONSTITUTES A VIOLATION OF CIVIL AND CRIMINAL LAWS. THE ORGANIZER RESERVES THE RIGHT, IN SUCH CASE, TO REPORT SAID PERSON TO THE AUTHORITIES AND DEMAND FROM SAID PERSON ALL DAMAGES ALLOWED BY LAW.

**Declaration and Release Form.** By entering or attempting to enter this Contest, any selected entrant releases and holds harmless the Contest Organizer, Prize Partner, and their respective parent companies and any company, corporation, trust or other legal entity controlled by or affiliated to them, any Participating Store, the *Régie des alcools, des courses et des jeux*, their advertising and promotional agencies, the providers of prizes, goods or services for the Contest, as well as their respective directors, officers, associates, employees, agents, representatives, successors and assigns (collectively the “**Released Parties**”) from any and all liability relating to the Contest (participation, conduct, advertising, rules, etc.) or the prize (claim, use, etc.). In order to be declared a winner, selected entrants will have to sign a Declaration and Release Form confirming their compliance with the Contest Rules and this release of liability in favour of the Released Parties.

**Limitation of liability.** Without limiting the generality of the above release, the Released Parties disclaim any and all liability for any of the following: (i) any misprint (or other error) found in the offer or documents regarding the administration of the Contest, including, but not limited to, errors in the promotion, official Contest Rules, announcement of the winner(s), awarding of the prize(s), or any malfunctioning of or problems or technical difficulties with any networks, phone lines, SMS systems, computer component, software or communications line, loss or lack of network communications, or any transmission that is faulty, incomplete, incomprehensible or erased by any computer, server or service provider or software, virus, bug, PC failure, software and hardware configuration, or failed transmission of any email or other communication to the Contest Organizer or to an entrant for whatever reason, including any network congestion or web site crash that may limit a person’s ability to participate in the Contest; (ii) late, lost, stolen, damaged, undelivered, improperly delivered, incomplete or inaccurate entries; (iii) failure to receive entries due to transmission problems or any other technical failure, including, but not limited to, the malfunctioning of any network, server, service provider, hardware or software, whether attributed to the sender or the recipient that may limit or prevent a person’s participation in the Contest; (iv) any damages that may be caused, directly or indirectly, in whole or in part, notably to entrant’s or other person’s system or device, by any Web page, software or other download or by the transmission of any information concerning the Contest.

**Web site.** The Contest Organizer does not guarantee that access to or use of the Contest Web site « superc.ca » will be uninterrupted during the Contest Period or error-free.

**Contest cancellation, suspension or modification.** The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, in whole or in part, should human intervention or an event occur, such as a system problem with registering all entries, that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules, subject, if required, to the *Régie des alcools des courses et des jeux du Québec*’s approval.

**Termination of participation in the Contest.** Should the Contest have to close, in whole or in part, before the end of the Contest Period, the Contest Organizer may, at its sole discretion, proceed with a random draw from among the eligible entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending this Contest.

**Personal information.** By participating, entrants consent to the collection, use and disclosure of their personal information by the Organizer and/or its authorized agents for the purpose of administering the Contest and awarding prizes. In accepting a prize, a winner authorizes the Contest Organizer and its representatives to use, if need be, his/her name, address (city, province), voice, statements, photo, likeness and other representations and recording for advertising purposes in all media including, but not limited to, the Internet, without further notice or compensation. Each entrant may be required to sign a document to that effect.

**Ownership.** All Contest-related information and documents, including but not limited to, entry forms, scratch cards, and Declaration and Release Forms, information of a technical or operational nature or regarding designs, information systems, software, logos, trademarks and intellectual property are and remain the sole property of the Contest Organizer and will in no case be returned to participants.

**Entrant identification.** For the purpose of the Contest Rules, the entrant is the person whose name appears on the entry form, and the prize will be awarded to this person if he/she is selected and declared a winner. In the event of a dispute regarding the identity of the person who submitted an entry form, it will be deemed to have been submitted by the authorized account holder associated with the email address provided at the time of submission. "Authorized account holder" is defined as the natural person to whom an email address is assigned by an Internet or online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

**Contest Organizer's Decisions.** Any decision by the Contest Organizer or its representatives regarding the 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.

**Disputes/residents of Quebec.** A dispute pertaining to the organization or conduct of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. A dispute pertaining to the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.

**Régie des alcools, des courses et des jeux.** The *Régie des alcools, des courses et des jeux du Québec* is not associated in any way with the Contest and can in no way be held liable for any issue regarding the Contest.

**Miscellaneous.** By entering the Contest, entrants agree to be bound by the Contest Rules and the decisions of the Organizer, which are final and without appeal in all matters, including, but not limited to, decisions regarding entry eligibility or disqualification and awarding of prizes. The Contest is subject to all applicable laws and regulations. Only selected entrants will be contacted. If a section of the Contest Rules is declared invalid or unenforceable by a court of competent jurisdiction, that section shall be considered invalid; all unaffected sections will remain valid.

**Contest Rules.** The Contest Rules are available on superc.ca and at Participating Stores. In the event of a conflict between the terms of the Contest rules in French and the terms of the Contest rules in English, the terms of the Contest rules in French shall prevail.

## APPENDIX 1

### Participating Products

Pack of 24 Corona **can format** (Code SAP:  
36356101)

Pack of 24 Corona **bottle format** (Code SAP:  
36352701)

### Participating Stores

Raison sociale publicitaire	Numéro civique	Rue	Ville
Super C Neufchâtel	4545	Boul. De L'Auvergne	Québec
Super C Saint-Léonard	6775	Rue Jean-Talon Est	Montréal
Super C Ste-Thérèse	214	Boul. René-A-Robert	Ste-Thérèse
Super C Greenfield Park	5012	Boul. Taschereau	Longueuil
Super C Laval Concorde	4400	Boul. De La Concorde	Laval

Super C LaSalle	7401	Boul. Newman	Montréal
Super C Drummondville	565	Boul. St-Joseph	Drummondville
Super C Pierrefonds	11851	Boul. Pierrefonds	Pierrefonds
Super C St-Jacques	6900	Rue St-Jacques	Montréal
Super C Trois-Rivières	750	Boul. St-Maurice - 13	Trois-Rivières
Super C Hull	725-A	Boul. De La Carriere	Gatineau
Super C Gatineau Maloney	720	Boul. Maloney Ouest	Gatineau
Super C Terrebonne	1395	Boul. Moody	Terrebonne
Super C Longueuil (Roland-Therrien)	2125	Boul. Roland-Therrien	Longueuil
Super C Blainville	259	Boul. De La Seigneurie Ouest	Blainville
Super C Brossard	8330	Boul. Taschereau	Brossard
Super C Place Bourassa	6000	Boul. Henri-Bourassa Est	Montréal
Super C Victoriaville	601	Boul. Jutras Est	Victoriaville
Super C Chicoutimi	299	Rue Des Saguenéens	Saguenay
Super C Rimouski	395	Montée Industrielle & Commerciale	Rimouski
Super C Fleurimont	1775	Rue King Est	Sherbrooke
Super C Granby	120	Rue St-Jude Nord	Granby
Super C St-Eustache	580	Boul. Arthur-Sauvé	St-Eustache
Super C Saint-Laurent	1515	Marcel-Laurin	Montréal
Super C Châteauguay	200	Boul. D'anjou, Suite 626	Châteauguay
Super C Sainte-Marie	1116	boul. Vachon Nord	Ste-Marie
Super C Repentigny	85	Boul. Brien, local 101	Repentigny
Super C Aylmer	171	Rue Principale	Gatineau
Super C St-Jean	600	Rue Pierre-Caisse, Suite 2000	St-Jean-Sur-Richelieu
Super C Sherbrooke Belvédère	350	Rue Belvedere Sud	Sherbrooke
Super C Ste-Marthe-sur-le-Lac	500-2801	des Promenades	Ste-Marthe-sur-le-Lac
Super C Longueuil-ch. Chambly	2901	Ch. De Chambly	Longueuil
Super C / St-Jean Séminaire	393	du Séminaire Nord	St-Jean-sur-Richelieu
Super C Vaudreuil	44	Boul. Cité Des Jeunes	Vaudreuil-Dorion
Super C Valleyfield	1620	Boul. Mgr. Langlois	Salaberry-de-Valleyfield
Super C Pie IX/Jarry	8200	Boul. Pie IX	Montréal
Super C St-Hubert	5910	Boul. Cousineau	Longueuil
Super C Laval-Dagenais	3850	Boul. Dagenais Ouest	Laval
Super C Cap-de-la-Madeleine	300	Rue St-Laurent	Trois-Rivières
Super C Sainte-Foy	1480	Avenue Jules-Verne	Québec
Super C Ste-Dorothée	1110	Desserte Ouest, Autoroute Chomedey	Laval
Super C Atwater	147	Avenue Atwater	Montréal
Super C Beloeil	600	Boul. Laurier	Beloeil
Super C Joliette	1445	Boul. Firestone	Joliette
Super C Cowansville	1775	Rue Du Sud	Cowansville
Super C St-Constant	544	Voie De La Desserte, Route 132	St-Constant
Super C Des Laurentides	1000	Boul. Des Laurentides	Laval
Super C Hull (Du Plateau)	65	Boul. Du Plateau	Gatineau
Super C St-Lin-Laurentides	1005	Rue St-Isidore	St-Lin-Laurentides
Super C Boucherville	575	Chemin De Touraine, Suite 300	Boucherville

Super C Trois-Rivières Ouest	2975	Boul. Des Récollets	Trois-Rivières
Super C Pointe-aux-Trembles	12695	Rue Sherbrooke Est	Montréal
Super C Champlain	7800	Boul. Champlain	Montréal
Super C St-Jean-Chrysostome	820	Ave Taniata	Lévis
Super C Lévis	1400	Boulevard Alphonse-Desjardins	Lévis
Super C Shawinigan	3283	Boul. Royal	Shawinigan
Super C Mont-Tremblant	420	Route 117	Mont-Tremblant
Super C Varennes	59	De L'aqueduc	Varennes
Super C Champfleury	2828	Rue Champfleury	Québec
Super C Pie IX / Ontario	2050	Boulevard Pie IX	Montréal
Super C Terrebonne A. Bombardier	1140	Rue Armand-Bombardier	Terrebonne
Super C Charlesbourg	14000	Henri-Bourassa	Québec
Super C Nicolet	2315	Louis-Fréchette	Nicolet
Super C Sept-Îles	770	Boul. Laure	Sept-Îles
Super C Val-d'Or	1818	3E Avenue	Val-D'or
Super C La Plaine	5333	Laurier, suite 110	Terrebonne
Super C Rivière-des-Prairies	8115	Boul. Maurice-Duplessis	Montréal
Super C St-Césaire	2060	Route 112, R.R. 1	St-Césaire
Super C Nordique, Beauport	981	Avenue Nordique	Québec
Super C Kirkland	3700	St-Charles	Kirkland
Super C Ste-Anne-de-Beaupré	10516-101	boul. Ste-Anne	Ste-Anne-de-Beaupré
Super C Ormstown	1473	Route 201	Ormstown
Super C / Vanier	475	Soumande	Québec
Super C / St-Charles-Borromée	320	de la Visitation	St-Charles-Borromée
Super C Boisbriand	2200	Boul. Du Faubourg	Boisbriand
Super C Chandler	500	Daigneault, local 101	Chandler
Super C Thetford Mines	240	boul. Frontenac Est	Thetford-Mines
Super C Lachute	501	Béthany	Lachute
Super C / Sorel	250	Boul. Fiset	Sorel-Tracy
Super C Ste-Catherine-de-la-J-Cartier	4480	route de Fossambault	Ste-Catherine-de-la-Jacques-Cartier
Super C / St-Rémi	700	Rang Saint-Paul	St-Rémi
Super C / Gaspé	327	boul. de York Sud	Gaspé
Super C Saint-Canut	13910	rue Saint-Simon	Mirabel
Super C La Prairie	1000	boul. des Prés-Verts	La Prairie
Super C / Rouyn-Noranda	4	15e Rue, Local 1 - Place Rouanda	Rouyn-Noranda
Super C / St-Georges	8585	boul. Lacroix, Local M003A	St-Georges
Super C - Ste-Anne-des-Plaines	7	boul. Ste-Anne	Ste-Anne-des-Plaines
Super C Baie St-Paul	971	boul. Mgr-de-Laval	Baie St-Paul
Super C Lavaltrie	250	rue St-Antoine Nord	Lavaltrie
Super C Jonquière	3460	Boul. St-Francois	Saguenay
Super C / Rivière-du-Loup	298	boul. Armand-Thériault	Rivière-du-Loup
Super C Sherbrooke Portland	3050	Boul. Portland, local M12	Sherbrooke
Super C St-Romuald	2150	boul. Guillaume-Couture	Lévis
Super C St-Sauveur	222-A	chemin du Lac Millette	St-Sauveur



Super C Matane	750	avenue du Phare Ouest	Matane			
Super C St-Elzéar	1904	boul. des Laurentides	Laval			
Super C St-Hyacinthe	1000	rue Daniel-Johnson Ouest	St-Hyacinthe			
Super C Marché Saint-Jacques	2035	rue Atateken	Montréal			
Super C Mont-Joli	1760	Boulevard Gaboury	Mont-Joli			
Super C St-Jérôme	105	Boul.Roland-Gobard	St-Jérôme			
Super C Beauharnois	400	Rue Edmour-Daoust	Beauharnois			
SC6163	Super C Limbour	2505	rue Saint-Louis	Gatineau	J8V 1A4	