

CONTEST
“\$2 Straight to the Heart!”
Montreal Heart Institute Foundation
From March 26 to April 15, 2007

Contest Rules

1. The contest is organized by the Montreal Heart Institute Foundation (hereafter called **Organizers**) and begins on March 26, 2007, at all Rona stores, Jean Coutu pharmacies and at IGA supermarkets (hereafter called **Partners**) participating in Quebec. It ends on April 15, 2007, at the closing business time or by 11:59 p.m., whichever comes first.

HOW TO ENTER

2. No purchase required.
There are three ways to enter:
 - a) **For AIR MILES Collectors:**
With every \$2 donation made at a Partner store and upon presentation of your AIR MILES® Collector Card, you will automatically be entered in the contest and receive one (1) bonus AIR MILES® reward mile.
 - b) **For non AIR MILES Collectors, with a donation**
Enter the contest online. Every \$2 donation made via the Montreal Heart Institute Foundation Website at www.mhifoundation.org gives you automatically an entry to the contest. All online donations must be made by **April 15, 2007**. Limit of one entry per online donation.
 - c) **For all consumers, without a donation**
To enter without making a donation, simply write a short letter (100 words) describing how you are supporting the Montreal Heart Institute Foundation. Enter your name, full address, telephone number and AIR MILES Collector number*, if you have one. Send everything to “\$2 Straight to the Heart Contest,” MHI Foundation, C/O Lynne Thuot, 5000 Bélanger Street, Montreal, Quebec, H1T 1C8. Entries without a donation or purchase must be postmarked by **April 15, 2007**; entries with a cancelled postmark will be rejected. Limit of one letter per mailing.
* This is only for the contest entry purpose and will not earn any reward miles.

CHANCES OF WINNING

3. The chances of winning depend on the number of eligible entries received at participating Partner locations and those received by mail.

PRIZES

4. • 1st draw "Grand prize" : 25,000 AIR MILES reward miles
- 2nd to 31 draws: 2 000 AIR MILES reward miles

The approximate retail value of each prize is based on the method chosen to redeem the reward miles and offers in effect when the reward miles are redeemed. If you choose airfare (minimum of 850 reward miles), the value is based on the destination, departure date and number of carriers or suppliers used. For example, return coach airfare from Montreal, Quebec to New York, USA, an equivalent of 1,175 AIR MILES[®] reward miles, has a retail value of approximately CAN\$370, excluding taxes. The winner must pay all applicable taxes, associated transportation expenses, government rights, additional baggage fees, and other expenses unrelated to the tickets. The value of the AIR MILES reward miles redeemed for rewards other than airfare is based on offers in effect when the reward miles are redeemed. Prizes are governed by the terms and conditions of the AIR MILES Reward Program and are subject to change. Prizes cannot be transferred or exchanged for cash and must be accepted as awarded. Potential winners who are not AIR MILES Collectors can join the AIR MILES Reward Program at no fee by calling the AIR MILES Customer Service Centre at 1-888- AIR MILES (247-6453) or online at airmiles.ca. Those who join the AIR MILES Reward Program agree to be bound by its terms and conditions, which are subject to change.

5. All other expenses related to prize acceptance are at the winner's expense. The contest organizers strongly suggest that winners purchase comprehensive travel insurance with repatriation on medical advice if they choose to redeem their AIR MILES reward miles for airfare.

Total of 85,000 AIR MILES reward miles in prizes awarded in this Contest.

DRAW

6. **On Wednesday, June 6, 2007**, at 10:00 a.m. (local time), under the supervision of an independent firm, thirty one (31) entries will be drawn electronically in Toronto from among all the eligible entries received at participating Partner locations and by mail. Contest organizers will contact the randomly selected persons by phone at the phone number indicated on their AIR MILES account, entry form or letter within fifteen (15) business days of the draw. If a winner cannot be reached within this period or does not meet the contest rules, another eligible entry will be drawn.
7. To claim their prize, the randomly selected persons will have to correctly answer a mathematical skill-testing question unaided. They will be required to duly complete, sign and return a standard declaration and release form stating that they consent to and will comply with the contest rules, without exception, and that they release the contest organizers and partners, as well as their legal representatives and agents, from any liability of any kind related to or resulting from the acceptance and/or use of the attributed prize. The AIR MILES reward miles will be directly deposited into the winners' AIR MILES accounts within 60 business days of receiving their declaration and release form.
8. To claim their prize, the randomly selected persons must have a valid AIR MILES Collector number or obtain one within 60 days of the draw date. If they do not have one, they can join the AIR MILES Reward Program by completing a form available at the customer service desk of participating IGA supermarkets, RONA stores or Jean Coutu pharmacies, or by calling the AIR MILES Customer Service Centre at 1-888-AIR MILES (247-6453). Membership is free. Those who join the AIR MILES Reward Program agree to be bound by its terms and conditions, which are subject to change.

GENERAL RULES

9. This contest is organized by the Montreal Heart Institute Foundation. Loyalty Management Group Canada Inc. is merely a prize supplier and has no involvement in the management of this contest.
10. By entering this contest, participants agree to abide by its official rules and to respect all decisions of the contest organizers and Partners, which are final.
11. To be contest eligible, participants must be legal residents of Quebec and have the capacity and power to enter into contracts. This contest is not open to employees of the Montreal Heart Institute Foundation, the Partners, Loyalty Management Group Canada Inc., their affiliated companies and representatives, franchisees, legal agents or successors, advertising agencies, prize suppliers, or members of their households (regardless of the familial tie).
12. The contest organizers and Partners and their legal agents and representatives will not be held responsible for unclaimed or refused prizes and are released from any obligation relating to the contest, its prizes or their use, including delivery.
13. Prizes must be accepted as awarded and cannot be exchanged for another prize or cash.
14. The contest organizers and Partners will not be held responsible for late, illegible, misdirected, lost, incomplete or damaged entries, or for entries with irregular information due to a technical defect, human or technical error, printing error, the loss, delay, or scrambling of data or transmissions, an omission, interruption, deletion, defect or breakdown in phone or computer network lines, computer equipment or software, or any combination of the above. All falsified or altered entry materials and data will be voided.
15. All entries become the property of the contest organizers and Partners and their legal agents and representatives, who will not engage in any correspondence, except with selected persons. By participating in this contest, persons who are declared winners agree to the use of their name, city of residence, photograph or likeness, and/or oral or written statements for publicity purposes, without further compensation. All participants waive their human rights applicable to the circumstances, according to them and according to what they are.
16. This contest is subject to all applicable federal, provincial, municipal laws and regulations.
17. Contest organizers reserve the right, with the consent of the Régie des alcools, des courses et des jeux du Québec, to terminate and/or amend this contest at any time and in any way, without prior notice.
18. Residents of Quebec. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux ("Régie") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

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