

**OFFICIAL RULES AND REGULATIONS**  
**“Complete our survey and get a chance to win a \$100 gift card”**  
**CONTEST**

1. No purchase necessary. To enter, complete the entry form online at [www.dpmm.ca/opinion](http://www.dpmm.ca/opinion) or [www.initio.ca/opinion](http://www.initio.ca/opinion) or a [paper copy of the survey](#). The contest starts at 9:00 a.m. (Eastern Daylight Saving Time, hereinafter EDST) on May 1, 2010 and ends at midnight on April 30, 2011 EDST. Only one entry form per individual per month.

This contest is open only to Dale Parizeau Morris Mackenzie and iNITIO (a division of Dale Parizeau Morris Mackenzie) clients with a home and/or auto insurance.

Participants must be 18 or older. This contest is open to residents of Canada only.

2. There will be one **prize** per month. The prize is a \$100 gift card from RONA or Future Shop in rotation each month.

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|--------------------------|--------------------|
| <b>May 1, 2010</b>       | <b>Rona</b>        |
| <b>June 1, 2010</b>      | <b>Future Shop</b> |
| <b>July 1, 2010</b>      | <b>Rona</b>        |
| <b>August 1, 2010</b>    | <b>Future Shop</b> |
| <b>September 1, 2010</b> | <b>Rona</b>        |
| <b>October 1, 2010</b>   | <b>Future Shop</b> |
| <b>November 1, 2010</b>  | <b>Rona</b>        |
| <b>December 1, 2010</b>  | <b>Future Shop</b> |
| <b>January 1, 2011</b>   | <b>Rona</b>        |
| <b>February 1, 2011</b>  | <b>Future Shop</b> |
| <b>March 1, 2011</b>     | <b>Rona</b>        |
| <b>April 1, 2011</b>     | <b>Future Shop</b> |

3. The grand prize winner will be drawn at random from all correctly completed entry forms each month (electronic or paper). The draw will take place on the second Monday of each month by Dale Parizeau Morris Mackenzie Inc. The prize is not transferable and cannot be redeemed for cash by the winner. Dale Parizeau Morris Mackenzie Inc. will contact the winner by phone or by email. Before the prize is awarded to the winner, he or she must correctly answer a mathematical skill-testing question and identify him or herself.
4. Once identified, Dale Parizeau Morris Mackenzie Inc. will take the steps necessary to award the prize to the winner. If the information on the entry form is incorrect or illegible or if the entry is misdirected, Dale Parizeau Morris Mackenzie Inc., its affiliated companies and their respective agents may not be held liable for the loss of one of the prizes or for failure to deliver.
5. If the selected entrant for the grand prize does not contact Dale Parizeau Morris Mackenzie Inc. within five (5) days of the phone call or the email or if the entrant does not satisfy the contest requirements, Dale Parizeau Morris Mackenzie Inc. and the contest organizers are entitled to draw another eligible entry (at which point the person whose entry form was drawn first will be considered to have waived his or her right to claim the prize). The new winner will be contacted as set out above. The entry drawn at random must be verified before the winner is declared. The winner agrees to accept the prize as awarded; the prize may not be transferred or redeemed for cash or credit. Dale Parizeau Morris Mackenzie Inc. retains the right, at its sole discretion, to make substitutions of equivalent kind or approximate value in the event of the unavailability of

any prize or component of the prize for any reason whatsoever. Decisions made by the contest organizers are final and all participants agree to comply with them.

6. **DRAWS:**

- The odds of winning depend on the total number of entry forms completed in the current month (electronic or paper). Entry forms received from sources not authorized by Dale Parizeau Morris Mackenzie Inc. will not qualify.
- Dale Parizeau Morris Mackenzie Inc. assumes no liability for the loss, theft, lateness, illegibility or misdirection/mistransmission of electronic entry forms. Dale Parizeau Morris Mackenzie Inc., its affiliates and their respective agents, management, officers, employees and representatives may not, under any circumstances, be held liable with respect to the use of a prize or incur any liability whatsoever arising from a prize offered in this contest.
7. This contest is held and organized solely by and for the benefit of Dale Parizeau Morris Mackenzie Inc.
  8. This contest is open only to Dale Parizeau Morris Mackenzie and iNITIO (a division of Dale Parizeau Morris Mackenzie) clients with a home and/or auto insurance. By entering this contest, entrants agree to abide by contest rules and regulations. All entry forms become the property of Dale Parizeau Morris Mackenzie Inc.
  9. The winner authorizes Dale Parizeau Morris Mackenzie Inc. to use his or her name, address, photograph and/or video image for internal communication purposes without compensation, and that he or she acknowledges that Dale Parizeau Morris Mackenzie Inc., its affiliates and their respective agents, management, directors, employees and representatives as well as the contest organizers cannot be held liable for any damage, cost, expense or claim arising from or related to the contest or prizes.
  10. Entrants' personal information is held at Dale Parizeau Morris Mackenzie Inc., 3400 De Maisonneuve boulevard West, Suite 700, Montreal, QC H3Z 3B8, and may only be used for contest purposes. Only employees involved in holding the contest or in other authorized purposes may have access to it.
  11. There will be no correspondence or communication about this contest with anyone except selected entrants. Any dispute about the organization or conduct of this promotional contest may be submitted to the *Régie des alcools, des courses et des jeux* for adjudication. A dispute about the attribution of a prize may be submitted to the Régie only in an attempt to settle the dispute. The fees required by Quebec legislation have been paid. This contest is subject to all applicable federal, provincial and municipal legislation.
  12. Once the winner has been identified and the prize awarded, all entry forms for the current month will be destroyed.
  13. Dale Parizeau Morris Mackenzie Inc. reserves the right at its sole discretion to modify or terminate this contest at any time in whole or in part without prior notice for any reason whatsoever, with the prior authorization of the *Régie des alcools, des courses et des jeux*.
  14. Comments and/or questions about the contest may be directed to Dale Parizeau Morris Mackenzie Inc, "Complete our survey and get a chance to win a \$100 gift card" Contest, 3400 De Maisonneuve boulevard West, Suite 700, Montreal, QC H3Z 3B8.