

“Let me introduce Mont SUTTON!”

Contest Rules

The contest “Let me introduce Mont SUTTON!” is organized by Ski Sutton Inc. (“Contest Organizer”). Participants can enter over the Mont SUTTON Website. The contest begins on December 15th, 2011 at 0:00 a.m. (ET). Candidatures will be accepted until Sunday, March 25th, 2012 at 11:59 p.m. (ET) and people will have until Friday, March 30th, 2012 at 11:59 p.m. (ET) to vote on Mont SUTTON Website. There will be two winners: the public’s choice and the jury’s choice.

ELIGIBILITY

This contest is open to all Quebec residents, 13 or over at the date of registration. Employees, agents and representatives of the contest organizers, their subsidiaries, their advertising and promotion agencies, their partners, suppliers of prizes, materials and services relating to this context and any other party directly involved in the organization of this contest, as well as members of their immediate families (brothers, sisters, children, mother and father), their lawful or common-law spouse and any person domiciled with these employees, representatives and agents are not eligible.

HOW TO ENTER

No purchase is required to enter the contest. Simply enter the contest as follows:

- Produce a short video showing what Mont SUTTON means to you and call for votes from your friends! Important: you should be in the video and the name of the contest must be mentioned. Go to www.youtube.com and load your video by following the instructions.
- At www.montsutton.com, on the contest page, click the “participate” button to get to the subscription form on line.
- Fill out the registry form (last name, first name, address, town, postal code, home phone, mail and date of birth).
- Indicate the YouTube hyperlink of the video that you wish to submit together with a description of the video
- Declare that you read and accept the general conditions and the regulations of participation including the statement (declaration) of consent of authorization and exemption relative to the subdued video, and it, by marking the compartment planned for that purpose.
- Your register form, must be submitted no later than Sunday, March 25th 2012 at 11:59 p.m. (ET). A printable confirmation notice will follow the reception of your registration form.
- Invite your friends to vote for your video until Friday March 30th, 2012, at 11:59 p.m. (ET) at www.montsutton.com.

PARTICIPATION/ENTRY LIMITS

Participants have to respect the following limits. If they don't, the contest organizer has the right to cancel their participation to the contest :

- One (1) vote per video on contest's web site per IP address per day, throughout the voting period.
- By participating, voting or attempting to participate or voting to the contest, every person releases the responsibility for the beneficiaries of any damage they may have as a result of his participation, his votes or his attempt to participate or vote in the contest.

PRIZES

Two (2) winners total will be selected :

- The choice of the public : the video who will receive the highest number of the public's votes
- The choice of the jury : the video selected by a jury committee of Mont SUTTON employees

Both winners will win a 7-day unlimited SUTTON season pass for 2012-2013, which is about a value of \$938 each.

PRIZE AWARD

The "choice of the public" winner will be the participant who will receive the highest number of the public's votes during the voting period from December 15th, 2011 at 0:00 a.m. (ET) to March 30th, 2012 at 11:59 p.m. (ET). The "choice of the jury" winner will be the participant selected by Mont SUTTON's employees committee at the marketing department. The two winners of the contest will be announced on April 1st, 2012, at 3 p.m. at the Bar Le Tucker, at Mont SUTTON, and a mention will be post online at www.montsutton.com within the next 24 hours of the announce of the winner at the bar.

To be named winner, the selected entrant must be:

- Contacted by telephone by the contest organizers within fifteen (15) days of the date of the announce of the winners at the Bar Le Tucker, on April 1st, 2012.
- Complete and sign the release form and return it duly completed to the contest organizers within ten (10) days of its receipt.

If the winner is under 18 years old, he will absolutely have to be accompanying with a parent of a legal tutor when he will receive its prize.

To receive its prize, the winner, winner's parent or legal tutor – if the winner is under 18 years old – will have to fill in and sign the consent of authorization and exemption form, which will be sent by mail, or e-mail, or by fax, and return it filled and signed within ten (10) days of its reception. If Mont SUTTON doesn't receive the form within the delay, Mont SUTTON has the right to select a new winner and to give him/her the prize. If Mont SUTTON would not choose to select a new winner, the prize will not be given.

SPECIFICITIES OF THE VIDEO

- Every length of videos will be eligible to the contest. (recommended length : 2 minutes)
- Values and distinctive characteristics of Mont SUTTON must be shown in the video (authenticity, fun to be on trails with friends, family, couple, the snow, glades...)
- The video must not undermine the privacy of a person, especially not containing its name, its photo, its resemblance, its voice or revealing things of its privacy, without the consent of that person, and in case of a minor, the consent of a parent or legal tutor.
- The video must not have inappropriate content, including explicit sexual, offensive, discriminatory, defamatory, abusive, violent, full of hatred, which could affect the good morals, predominant in the Canadian society or which are denigrated the services or the image of Mont SUTTON or its partners. It does not include images or suggestive language encouraging illegal activity and must not contain any commercial content that promotes a service other than those of Mont SUTTON or promoting the image any other than its partners. Any part of the video submitted with material protected by copyright, other intellectual property rights or any other rights, as music, can not be submitted unless the participant has obtained all authorizations required for this purpose.
- To be eligible to the contest and for a video submitted to be broadcasted, every participant must read and accept the general conditions and the regulations of participation including the statement (declaration) of consent of authorization and exemption relative to the subdued video, and it, by marking the compartment planned for that purpose on the registration form online.
- If the video submitted is considered as eligible to the contest after a first evaluation done by the contest organizers and / or their representatives, it will be posted on the contest Web site approximately within 24 hours of the reception of the registration form properly filled out - on working days. A printable notice confirming the reception of the video will follow the reception of your video.
- In every case, the contest's organizers have the entire right to broadcast or not every video submitted or to take off the video one it has been broadcasted on the contest's website. Any notice or explanation will be given to the participants about it. If a part of a video submitted does not comply with these rules, the contest organizers have the right to take it offline, to modify it entirely or only one part, or simply to disqualify the registration of the participant.

RESPONSIBILITIES DURING THE SHOOTING

The participant has to realize the shooting by himself. No material will be provided. The participant has to respect the mountain code of conduct during the shooting.

Mountain Code of Conduct

Code adopted under the **Act respecting safety in sports**.

This Code applies to all persons engaging in snow sports.

1. Remain in control of your speed and direction. Make sure you can stop and avoid any person or obstacle.
2. Yield the right of way to persons downhill and choose a course that ensures their safety.
3. Stop on a trail only if you are visible from above and not obstructing the trail.
4. Yield the right of way to persons uphill when entering a trail and at intersections.
5. If you are involved in or witness an accident, remain on the scene and identify yourself to a first-aider.

6. At all times, use and wear a device to prevent runaway equipment.
7. Stay off lifts and trails if your ability is impaired by alcohol or drugs.
8. Obey all signs and warnings, and never off the trails or onto a closed trail.

GENERAL CONDITIONS

1. Allowing to the contest organizers the copyright and the intellectual property relating to the videos submitted at the time of the registration. Also, providing, if necessary, any other additional information showing that the participant has all the rights related to the video submitted, and this, without any other monetary compensation.
2. Upon request, to consent to a confidential background check (to provide a valid ID with a photo) to confirm that using the identity of the participant in any advertising or any other activity related to the contest or related to Mont SUTTON does not discredit the contest, the organizers of the contest or cause no harm to Mont SUTTON.
3. If the winner does not respect one of the conditions here mentioned or even to accept its prize, he will be disqualified and will lose the prize. In such cases, the contest organizers may, at their discretion, cancel the prizes or, if time permits it, select a new winner, according to the rules and conditions.
4. The contest organizers reserve the right to disqualify a person or cancel one or several entries of a person who enters or attempts to enter the contest by means contrary to these rules or in a manner that is unfair to the other entrants. Such a person could be reported to the appropriate legal authorities.
5. The prize must be accepted as described herein and cannot be transferred to another person, substituted for another prize or exchanged in whole or in part for money.
6. In the event that, for any reason whatsoever, the prize as described herein cannot be awarded, the contest organizers reserve the right to award a similar prize of equivalent value. Please note that the prize is non convertible into its cash value.
7. By entering the contest, the winner authorizes the contest organizers and their representatives to use, if required, his/her name, photograph, likeness, statement about the prize, place of residence or voice for advertising purposes in any media whatsoever and without receiving any form of remuneration. To be named winner, the selected entrant eligible for the prize agrees to sign a statement to that effect on the release form.
8. Videos, entry forms and release forms are the property of the contest organizers and will in no event be returned to entrants.
9. Any selected entrant releases the contest organizers, their subsidiaries, their advertising and promotion agencies, their employees, agents and representatives from all liability and any damage they may incur because of his/her claim or use of the prize. To be named the winner and obtain his/her prize, the selected eligible participant agrees to sign a declaration to that effect on the release form.

10. Any entrant selected for the prize agrees that once the prize has been awarded, obligations pertaining to it become the responsibility of the providers of the products and services that constitute the prize.
11. The contest organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this contest in whole or in part in case of an event, a human error of any nature whatsoever or any human intervention that may corrupt or affect the administration, security, impartiality or running of the contest as set out in these rules.
12. Any person who enters or who attempts to enter this contest releases the contest organizers, their subsidiaries, their advertising and promotion agencies and their employers, agents and representatives from any liability or damages that they might incur due to their entry or attempted entry in the contest.
13. The contest organizers do not in any manner guarantee that the contest's Website will be accessible or operational without interruption during the contest period or that it will be free of all error.
14. The contest organizers, their subsidiaries, their advertising and promotion agencies, their employees, agents and representatives may not be held liable for improper transmission, inaccurate transmission or the loss of transmission of information due to a defect in computer equipment, software, communication lines or any other failure of a telephone system or electronic transmission. The contest organizers, their subsidiaries, their advertising and promotion agencies, their employees, agents and representatives, decline any liability for any damage or loss resulting directly or indirectly, in whole or in part, from downloading any Web page or software whatsoever or the transmission of data in the course of this contest.
15. The contest organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this contest in whole or in part in case of an event, a human error of any nature whatsoever or any unauthorized human intervention that may corrupt or affect the administration, security, impartiality or running of the contest as set out in these rules, subject to the approval of the *Régie des alcools, des courses et des jeux du Québec*, if required.
16. In the event that the computer system is unable to record all the contest entries during the course of the contest, for any reason whatsoever, or if participation in the contest must terminate in whole or in part prior to the date set out in these rules, the draw may be held, at the discretion of the contest organizers, from among the entries duly recorded and received in the course of the contest or, as the case may be, until the date of the event resulting in termination in participation in the contest.
17. The contest organizers may not under any circumstances be required to award more prizes or award a prize other than in accordance with these rules.
18. No communication or correspondence will be exchanged with participants in this contest, except with the selected prizewinner.
19. Any decision of the contest organizers and their representatives with respect to any aspect of this contest is final and without appeal, including but not limited to questions of eligibility and

disqualification of an entry, subject to any decision of *the Régie des alcools, des courses et des jeux du Québec* with respect to any matter falling under its authority.

20. This contest is subject to all applicable federal, provincial and municipal laws and regulations.
21. If a paragraph in these rules is declared or ruled by a competent court to be illegal, unenforceable or void, said paragraph will be deemed void, but all other unaffected paragraphs shall be applied within the limits permitted by law.
22. In case of any discrepancy between the French and English versions of these rules, the French version shall prevail.

DISAGREEMENT

For Quebec residents, a disagreement related to the organization or the running of a contest can be submitted to the *Régie des alcools, des courses et des jeux*. A disagreement related to the attribution of a prize can be submitted to the *Régie*, to try to have an agreement.

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