

CONTEST RULES
for « #marathonSTM »
by Société de transport de Montréal

1. CONTEST PERIOD

The « **#marathonSTM** » contest is held by and for Société de transport de Montréal and is open from Monday, May 29, 2017 to Sunday, July 2, 2017 at 11:59 p.m.

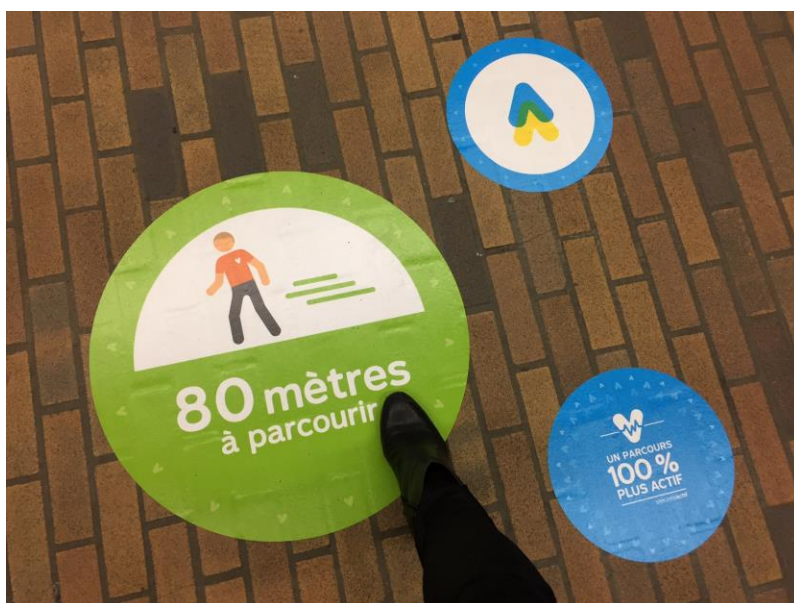
2. ELIGIBILITY

This contest is open to Québec residents only. The following are not eligible to enter: employees, agents and representatives of the Société de Montréal and its subsidiaries, its advertising and promotion agencies, contest supervising bodies, providers of materials, prizes and services related to this contest, as well as all members of their immediate family (siblings, children, mother and father), their legal or common-law spouse, and all other persons with whom these employees, agents and representatives are domiciled.

To qualify, the photo must be related to the theme as outlined in these rules, be identified using hashtag **#marathonSTM** and be published between Monday, May 29, 2017 and Sunday, July 2, 2017 at 11:59 p.m. Contestants may enter an unlimited number of photos.

3. TO ENTER

To enter contest, participants must publish, on Instagram or Twitter, a photo of their foot or feet next to the « *100% actif* » stickers placed on the floor inside some of STM's métro stations. See example below:



Their photo must be identified by hashtag **#marathonSTM**. Contestant's Instagram or Twitter account must be public (and not private) for the duration of the contest. For any photos showing one or more person(s), contestant is responsible for securing the consent of said person(s).

Contest entries are moderated, and the following types of pictures will be refused:

- Photos that are in conflict with third party rights (such as, but not limited to, trademarks, copyrights, etc.)
- Photos of a defamatory, injurious, sexist, racist, obscene, offensive, violent or violence-inciting nature.

Also keep in mind that, with regards to filming or taking pictures in the métro, the following rules apply:

Amateur film-making and picture-taking involving minimal crews and small devices (smart phone, hand-held camera without other equipment) does not require prior authorization insofar as it complies with these restrictions:

- Pictures and videos are allowed if taken with a smart phone or small camera.
- Using a tripod or flash is **prohibited** inside métro system installations.
- Activity must not impede the movement or flow of passengers.
- No filming or photographing of STM employees.

In addition to these points, it is crucial that you comply with all basic safety regulations at all time when you are inside the métro system. You can view complete regulations on the STM website at <http://www.stm.info/en/info/rules/rules-and-regulations>

4. PRIZE

5.

One (1) Grand Prize, awarded to one (1) contestant, consisting of:

- Two (2) STM monthly fares (with contestant's choice of months)
- Two (2) gift certificates each worth \$250.00 for sports gear
- Two (2) marathon bibs for the *Rock 'n Roll de Montréal* event (with contestant's choice of either 5 km, 10 km, half-marathon or marathon)
- Two (2) passes to the event's VIP tent after the race.

With a maximum value of \$898.00

6. CONTEST DRAW AND WINNER SELECTION

In order to award the prize as described above, one (1) contestant will be selected randomly from among all contest entries received in accordance with conditions in preceding paragraphs. Contest draw will be held in STM offices on July 3, 2017. Winner will be announced through STM's Twitter and Instagram accounts and, when possible, will be contacted by private message. As per general condition 6.1, winner will have 48 hours to respond and express their interest in prize. Grand prize will be awarded to contestant at STM's offices, at a time and date agreed upon by contestant

and STM representatives, no later than July 17, 2017, that is fifteen (15) business days after contest winner is announced.

7. GENERAL CONDITIONS

- 6.1 The winner person randomly selected will have 48 hours to contact the STM. In the event no confirmation is received, a new winner will be randomly selected, and that person will also have 48 hours to confirm their interest in claiming their prize, and so on, until such time as a winner accepts the prize. Selected winner must also correctly answer a submitted mathematical skill-testing question and sign a waiver and release form that contest organizers will provide to winner within timeframe specified by contest organizers.
- 6.2 If a contestant whose entry form is selected fails to meet one of the above conditions or any other condition provided for in these contest rules and regulations, said contestant will be disqualified, and a new random draw will be held in accordance with these rules and regulations until such time as a contestant is selected and declared a winner.
- 6.3 Any electronic contest entry form or Release Form that is either incomplete, fraudulent or sent late, that does not allow contestant to be identified or is otherwise inconsistent, may be rejected and will not qualify as a contest entry or for a prize.
- 6.4 All decisions by the sponsors, organizers or their representatives regarding this contest are final and without appeal, subject to any decision by the Régie des alcools, des courses et des jeux du Québec, on any matter over which it has jurisdiction.
- 6.5 Contest organizers reserve the right to disqualify any person who enters or attempts to enter this contest in a manner that is contrary to these contest rules and regulations or that is unfair to the other contestants. Such individuals may be reported to the competent legal authorities.
- 6.6 Contest organizers and sponsors, their advertising and promotional agencies, employees, agents and representatives, shall not be held responsible for lost, misdirected or delayed entry forms, including problems with computers, servers or telecommunications providers.
- 6.7 Prize must be accepted as described in these contest rules and regulations and may not be transferred to another person or substituted for another prize.
- 6.8 The selected contestant releases the organizers and sponsors, their advertising and promotion agencies, their employees, agents and representatives from any and all liability for any damage he or she may incur as a result of the acceptance or use of prize, including any fiscal incidence. In order to be declared a winner and prior to receiving the prize, the selected contestant agrees to sign a Waiver to that effect.
- 6.9 Subject to approval, if required, by the Régie des alcools, des courses et des jeux du Québec, contest sponsors and organizers reserve the right, at any time and at their sole discretion, to cancel, terminate, modify or suspend this contest, in whole or in

part, should any event or human intervention occur that could corrupt or affect the administration, security, impartiality or conduct of the contest as outlined in these rules and regulations. Under no circumstances will the sponsors, their subsidiaries, advertising and promotion agencies, suppliers of products and services for this contest, or their respective employees, agents and representatives be required to award more prizes than provided for in these rules and regulations or to award the prize otherwise than in accordance with these rules. Twitter and Instagram are in no way responsible for this contest.

- 6.10 By entering this contest, each contestant agrees to allowing contest sponsors, organizers and their representatives to use, his or her name, city of residence, photograph entered in contest, picture or likeness, voice, statement about prize, and any other aspect about them, for advertising purposes, in all media platforms used by STM and its partners, advertising or promotional agencies, all without payment or compensation of any kind.
- 6.11 By entering or attempting to enter this contest, individuals agree to release the STM, its sponsors, subsidiaries, advertising and promotion agencies, as well as its employees, agents and representatives from any and all liability for any damage they may incur due to their participation or attempted participation in this contest.
- 6.12 No communication or correspondence will be entered into with any contestant, except for the purpose of awarding the prize.
- 6.13 Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of prizes may be submitted to the Régie des alcools, des courses et des jeux, only for the purpose of helping the parties reach a settlement.
- 6.14 With regards to these rules and regulations, a contestant is the person whose name appears on the contest entry form. The prize will be awarded to that person, if he or she is selected and declared the winner. These contest rules are available on request.
- 6.15 This contest is subject to all applicable laws.