

The “Six Times the Magic of Cirque du Soleil” contest

Contest Rules

1. Contest description

Desjardins Financial Security's “Six Times the Magic of Cirque du Soleil” contest will soon be advertised in the Desjardins shuttle bus, which operates 7 days a week from June 1 to September 7.

The ad inside the bus will invite everyone to visit the www.dsf.ca/concourscirque site to enter the contest for a chance to win a trip for two to Las Vegas, including transportation, accommodation and tickets for six different Cirque du Soleil performances.

The following rules govern all aspects of the “Six Times the Magic of Cirque du Soleil” contest offered by Desjardins Financial Security.

No changes will be made to the contest after its launch.

2. Purpose

- Increase awareness of Desjardins Financial Security
- Increase traffic on the Desjardins Financial Security website

3. Eligibility

3.1 Who is eligible for the contest?

- Canadian citizens aged 18 and over.

3.2 Who is not eligible for the contest?

- Desjardins Financial Security employees, persons with whom they live, and members of their immediate families are not eligible for the contest.
- For the purpose of these rules, immediate family means: father, mother, spouse or common-law partner, children, sisters, brothers and grandparents.

4. Entry

4.1 Those interested in entering the “Six Times the Magic of Cirque du Soleil” contest must meet the contest requirements, complete the entry form on the www.dsf.ca/concourscirque site and submit it by September 7, 2009. Any entry form received after midnight (12:01 a.m. EST) on September 8, 2009 will automatically be rejected.

4.2 People who enter the “Six Times the Magic of Cirque du Soleil” contest will be invited to subscribe to Desjardins Financial Security's free electronic newsletter. If the winner of the contest subscribed to Desjardins Financial Security's electronic newsletter when they entered the contest, they will receive an **extra \$1,000** in addition to the prize valued at \$6,500. If the winner was already subscribed to Desjardins Financial Security's electronic newsletter before the contest, they will still be eligible for the \$1,000. Upon entering the contest, participants are given the option to invite friends to participate. For each friend who fills out an entry form, participants will receive an additional chance to win.

4.3 The entry form includes a skill-testing question.

4.4 Participants cannot submit more than one entry form.

5. Prize

The prize, which is worth a total of **C\$6,500**, consists of:

Trip for 2 to Las Vegas including:

| | |
|---|----------------|
| Air fare (Québec – Las Vegas) – Air Canada * | |
| Accommodation (1 week at the Paris hotel) | |
| Transportation between airport and hotel | \$2,500 |
| Tickets for six different Cirque du Soleil performances | |
| ▪ Mystère | |
| ▪ O | |
| ▪ Zumanity | |
| ▪ KÀ | |
| ▪ The Beatles Love | |
| ▪ Criss Angel Believe (Trade Mark of Cirque du Soleil) | \$2,000 |
| Spending money | \$2,000 |
| Grand total: | <u>\$6,500</u> |

The total indicated is the maximum amount and is in Canadian dollars.

\$1,000 in cash will be added to the prize if the winner subscribed to Desjardins Financial Security's electronic newsletter when they entered the contest. If the winner was already subscribed to Desjardins Financial Security's electronic newsletter before the contest, they will still be eligible for the \$1,000.

Prize details

Trip (all inclusive): \$1,250 per person

- For 2 people: \$2,500

Cirque du Soleil tickets: US\$150 per ticket (six performances = US\$900)

- For 2 people: US\$1,800, approximately C\$2,000

* If applicable, Desjardins Financial Security will pay the additional costs incurred for departures from Halifax, Montréal, Toronto or Vancouver, depending on where the winner lives.

6. Draw

The draw will take place on **September 9, 2009** at Desjardins Financial Security.

Following the draw, Desjardins Financial Security will call the participant whose name is drawn. If the potential winner cannot be reached within 7 days, they will forfeit the prize and the next person on the list will be called. If necessary, this step will be repeated until a winner has been identified.

The odds of winning depend on the number of eligible entries received during the contest period.

The participant whose entry form is drawn must have correctly answered a skill-testing question to be declared the winner.

7. Accepting the prize

7.1 The prize must be accepted as is. It cannot be substituted for other prizes or transferred to other people, and is not redeemable for cash.

7.2 The prize will be sent to the winner.

8. Consent

The winner gives their consent to Desjardins Financial Security to use their name, place of residence, photo and all other information regarding the contest for internal purposes within Desjardins Group and for external purposes, without any additional remuneration or compensation whatsoever. Upon request, the winner must sign a written consent to this effect.

9. Refusal

Refusal to accept a prize releases Desjardins Financial Security from any obligation related to the prize.

10. Miscellaneous

10.1 Desjardins Financial Security reserves the right to terminate the contest should circumstances beyond its control prevent it from continuing. It will not be held liable in such an event.

10.2 Desjardins Financial Security will not be held liable in case of loss, error, fraud or delay in receiving the entry forms or in case of technical, mechanical, computer, telephone, telecommunications, distribution or production errors.

10.3 Desjardins Financial Security will in no way be liable in any case whatsoever where its inability to act is due to a reason or situation beyond its control, such a strike, a lockout or any other labour conflict in the establishments of the organizations or businesses whose services are used for the purposes of this contest.

10.4 The winner releases Desjardins Financial Security from any liability for any loss or damage that could arise from participating in this contest, accepting or using the prize, the quality of the prize, any inherent defect(s), or from any loss or damage caused during transportation.

10.5 Desjardins Financial Security is not responsible for damage caused to a user's system resulting from their participation in the contest or from downloading the information necessary for the contest.

10.6 By entering the contest, participants accept to comply with these rules and Desjardins Financial Security's decisions. Desjardins Financial Security will be responsible for applying these rules and its decisions are binding.

10.7 For Quebec participants only: any dispute with respect to the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux du Québec* for adjudication. Any dispute with regard to the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a resolution.