



“Ready Set Reno” CONTEST

Rules and Regulations

1. The “Ready Set Reno” contest is organized by CAA-Quebec (“the contest organizers”). It will be held across Quebec from 12:01 a.m. on May 10, 2009, to 11:59 p.m. on June 20, 2009 (“the duration”).
2. For purposes of these Rules and Regulations, the “contestant” is the person whose name appears on the entry ballot. The prize will be awarded to that person if he/she is chosen and declared a winner.

ELIGIBILITY

No purchase required.

3. This contest is open to Quebec residents aged 18 and over as of the date of entry. Excluded are employees of CAA-Quebec Travel, agents and representatives of the contest organizers, employees of their advertising and promotional agencies, suppliers of products and services related to this contest and members of their immediate families (brothers, sisters, children, parents), legal or de facto spouses and anyone with whom such employees, agents and representatives are domiciled.
4. To enter, you must be the owner of the residence (detached house, semi-detached house, rowhouse unit or condominium) for which you are requesting a makeover.

HOW TO ENTER

5. To enter the contest, you must log on to the CAA-Quebec website at <http://www.caaquebec.com/Habitation/Accueil-Habitation.htm?lang=en>:
 - 5.1 Follow the instructions to complete the online entry ballot (the “entry ballot”). Enter your personal information on the form.
 - 5.2 Select the renovation project you would like to win from among the following choices:
 - 5.2.1 **Bathroom:** renovations to your bathroom worth up to \$15,000 (see Section 8 and Appendix)
 - 5.2.2 **Decoration:** changes or improvements to your home décor worth up to \$15,000 (see Section 8 and Appendix)
 - 5.2.3 **Energy Efficiency:** analysis of your home’s energy efficiency and one-time improvements to certain areas worth up to \$15,000 (see Section 8 and Appendix)



- 5.2.4 **Basement:** fit-up, renovation or finishing of your basement worth up to \$15,000 (see Section 8 and Appendix)
 - 5.3 Write a short text explaining why you would like to win the prize.
 - 5.4 Upload one photo representing the home makeover you would like to win. The photo file must not exceed 500 KB in size and must be in .jpg or .gif format. You must have created the photo yourself or have obtained prior authorization to use them from the person who did.
 - 5.5 Check the designated box to state that you have read the contest entry rules and regulations and agree to comply with them.
 - 5.6 If you wish, you may check the designated box to give CAA-Quebec permission to use your personal information (as described in the privacy policy) for the purpose of sending you general information about products and services offered by CAA-Quebec.
 - 5.7 Click "SUBMIT" to transmit your entry ballot, no later than 11:59 p.m. on June 20, 2009. You will then see a message displayed that confirms you are entered in the contest, and you will also receive an e-mail message.
6. **Multiple entries.** You can obtain additional entries by inviting up to five other people to enter. After stating that you have read the contest entry rules and regulations and agree to comply with them, as stipulated in Paragraph 5.5 above, enter the e-mail addresses of up to five people. When you click "SUBMIT," you will automatically receive one additional entry per person whom you invited to enter. They will each receive an e-mail message inviting them to enter the contest.
7. Contestants must comply with the following restrictions, failing which they may be disqualified:
 - 7.1 One entry ballot per person.
 - 7.2 One additional entry per person invited (up to five as part of the additional entries described in Paragraph 6 above).



PRIZES

8. The prizes to be won are turnkey renovation projects on the properties of each winner in the categories listed in Paragraph 5.2. The total maximum value of the prizes varies as follows:
 - 8.1 \$15,000 if the winner is a member of CAA-Quebec at the time of entry.
 - 8.2 \$10,000 if the winner is a not member of CAA-Quebec at the time of entry.

9. For each prize:
 - 9.1 The amounts awarded to winners include materials, labour and taxes.
 - 9.2 The work must involve only the project for which the winner was entered (see Appendix for descriptions).
 - 9.3 The CAA-Quebec team shall first hold a meeting with the winner so as to understand his/her needs.
 - 9.4 With advice from CAA-Quebec's experts, the winner shall make choices as to materials, colours and design so that CAA-Quebec can draft the final work proposal.
 - 9.5 The winner shall approve the final work proposal.
 - 9.6 Any addition or modification to the final proposal resulting in costs that exceed the original forecast amount shall be the responsibility of the winner.
 - 9.7 The work shall be performed by CAA-Quebec Approved Residential Suppliers.
 - 9.8 Any expenses incidental to the performance of the work, such as accommodations, transportation, meals, parking, expenses related to work absences and any other incidental expenses not entered on the final proposal, shall be assumed by the winner.



CONTEST DRAW AND SELECTION OF CANDIDATES

10. **Semi-finalists (forty).** At 11 a.m. on June 22, 2009, at the office of REP-Solution in Quebec City, a random draw of ten semi-finalists per renovation project (for a total of forty semi-finalists) will be made from all entries received in compliance with these rules and regulations during the contest period. The contest organizers reserve the right to decide on a different total number of semi-finalists based on the total number of entries recorded.
11. **Finalists (four).** The forty semi-finalist entries drawn will be examined by a panel of judges comprising CAA-Quebec employees, Approved Residential Suppliers and partners in the project ("the panel"). Candidates will be judged on the relevance of their photo (50%) and written presentation (50%). Decisions will be made by the panel at their entire discretion, and are final and not subject to appeal. Only the four finalists selected will be contacted.

CHANCES OF WINNING

12. The chances that an entry will be drawn at random are proportional to the number of eligible entries.

AWARDING OF PRIZES

13. In order to be declared a winner, each finalist must:
 - 13.1 Have duly completed the entry ballot.
 - 13.2 Have correctly answered the mathematical skill-testing question appearing on the entry ballot available at the National Home Show.
 - 13.3 Be reached by the contest organizers within fifteen days following the selection of the four finalists by the panel.
 - 13.4 Be available to meet with the CAA-Quebec experts to determine his or her needs (July and August 2009) and for the performance of the work between August 30 and October 30, 2009.
 - 13.5 Agree to images being recorded before, during and after the work, and to said images being publicized by the contest organizers. The winner will not be compensated in any way for the images (photos or video).



- 13.6 Duly complete and sign the Declaration and Liability Release Form (the "Release Form"), and return it to the contest organizers within five days of receiving it.
14. Within five days of the contest organizers receiving the Release Form, a representative of CAA-Quebec will contact the winner to schedule an appointment with the team of CAA-Quebec experts.
15. The contest organizers reserve the right to verify, by means of the Release Form, that the winner is in fact the owner of the residence (detached house, semi-detached house, rowhouse unit or condominium) for which s/he is requesting a makeover.
16. Failure by a winner to respect any of the conditions set out herein, or refusal to accept the prize, will disqualify that winner. In such case, a new selection will be made from among the ten semi-finalists in the appropriate contest component so that the prize can be awarded in accordance with these rules and regulations. Should no winner be declared within forty-five days of the selection of the finalists by the panel, the contest organizers may cancel the prize at their discretion.
17. The prize must be accepted as described above, and cannot be substituted for another prize or exchanged in whole or in part for money.
18. In no case shall the contest organizers, their subsidiaries, advertising and promotional agencies, suppliers of products or services associated with this contest, as well as their respective employees, agents and representatives be obliged to award more prizes than are required by these rules and regulations, or to award a prize other than in accordance with these rules and regulations.

GENERAL CONDITIONS

19. All entry ballots, release forms, texts and photos are the property of the contest organizers and will not be returned to contestants.
20. Entry ballots and release forms may be subject to verification by the contest organizers. Any ballot or form that is, as the case may be, found to be incomplete, fraudulent, submitted late, lacking the correct answer to the arithmetical skill-testing question or otherwise non-compliant may be rejected, and will not entitle the contestant to enter the contest or be eligible for any prize.



21. The contest organizers and their representatives reserve the right to disqualify or cancel any entry of any person who enters or attempts to enter this contest in a way contrary to these Rules and Regulations or is likely to be unfair to other contestants (e.g.: entries beyond the allowed limit). This person may be reported to the appropriate legal authorities.
22. Use of any automated equipment to enter this contest is prohibited and will result in immediate disqualification.
23. There will be no communication regarding this contest with contestants, except with those selected for the prize.
24. Selected contestants authorize the organizers and their representatives to use, if required, their name, photograph, image, statements made regarding the prize, place of residence and voice for advertising and promotional purposes, in any manner whatsoever and in any form of media, without any form of compensation.
25. Photos submitted are the entire responsibility of the contestant. If a photo contains the likeness of a person, the contestant must have obtained prior consent from that person (or the person with parental authority if the person depicted is a minor) before entering the contest. The contest organizers disclaim any and all liability and declare themselves immune from proceedings on the part of persons or groups of persons depicted in photos sent with contest entries.
26. Anyone entering or attempting to enter this contest releases the contest organizers, their advertising and promotions agencies, their business units, as well as their employees, agents and representatives from any and all liability for damage that they may suffer from entering or attempting to enter the contest.
27. The contest organizers, their advertising and promotional agencies as well as their respective employees, agents and representatives disclaim any and all liability with respect to the malfunction of any computer component, software or communication line, regarding the loss or absence of network communication or any communication that is defective, incomplete, incomprehensible, or deleted by any computer or network, and which may limit or prevent anyone from participating in the contest.



28. Should the identity of a contestant be disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the contestant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected contestant may be required to provide proof that s/he is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this contest shall be the contest server machines.
29. Selected contestants exonerate the contest organizers, their subsidiaries, advertising and promotional agencies as well as their respective employees, agents and representatives for any damages they may incur as a result of accepting or using their prizes.
30. The contest organizers reserve the right, at their entire discretion, to cancel, terminate, change or suspend this contest in whole or in part should any event or human act corrupt or affect the administration, security, impartiality or running of the contest as prescribed herein, the whole subject to approval from the Régie des alcools, des courses et des jeux du Québec, if required.
31. All decisions by the contest organizers or their representatives about 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 issue over which it has jurisdiction.
32. Disputes over the organization or running of a promotional contest may be submitted for a ruling to the Régie des alcools, des courses et des jeux du Québec. Disputes over the awarding of the prize may be submitted to the Régie for the sole purpose of helping the parties reach a settlement.

Appendix: Description of Work Categories

Bathroom

Stop feeling depressed whenever you open the bathroom door! Say goodbye to that drab, poorly organized bathroom! This project could include one or another of the following changes, among others, depending on the amount of your prize:

- The services of a professional to design a new layout
- The services of a general contractor to carry out the work
- The services of a professional interior designer
- Purchase of materials (e.g., drywall, floor covering, nails, screws)
- Purchase of fittings (e.g., vanity, bath and/or shower, toilet, light fixtures, storage cabinet, fan)
- Execution of the work
- etc.

Decoration

Finally, home decor that matches your style! You've been dreaming about it for a long time! Here at last is the renovation project that will make your dreams come true, in keeping with contemporary tastes—and your own! It could include one or another of the following changes, among others, depending on the amount of your prize:

- The services of a professional interior designer
- A new space layout
- Addition of new decorative elements (e.g., ornaments, area rugs, lamps, furniture and accessories)
- Furniture reupholstery
- New wall colours
- Architectural mouldings
- Window dressing
- Floor covering
- etc.

Energy efficiency improvements

What would you say to a lower energy bill? This project is a great opportunity to improve the energy efficiency and comfort of your home and do your part to protect the environment. It could include one or another of the following changes, among others, depending on the amount of your prize:

- The services of an energy analysis expert
- The services of a general contractor to carry out the work
- Replacement or restoration of windows
- Attic insulation
- Heating system upgrades
- Cleaning of air ducts
- Caulking of door and window seals
- Purchase of materials (e.g., insulation, weatherstripping, energy-efficient windows)
- Execution of the work
- etc.



Basement

Isn't it time your basement was liveable, and not just storage space? This project lets you give a facelift to that basement that was finished a few too many decades ago—or that was never finished in the first place. It could include one or another of the following changes, among others, depending on the amount of your prize:

- The services of a professional to design a new layout
- The services of a general contractor to carry out the work
- The services of an interior professional for the décor aspects
- Purchase of materials (e.g., drywall, floor covering, nails, screws, French drain)
- Execution of the work
- etc.