

"The Transat Holidays Early Booking Event" CONTEST

CONTEST RULES (the "Rules")

The "The Transat Holidays Early Booking Event" contest (the "Contest") is organized by Transat Tours Canada Inc. operating under the name Transat Holidays (the "Organizer"). The Contest begins on October 11, 2013 at 00:01, Montreal time (the "Contest Opening Date"), and ends on October 31, 2013, at 23:59, Montreal time (the "Contest Closing Date").

1. ELIGIBILITY

The Contest is open to all residents of Canada who have reached the age of majority in their province or territory of residence by the Contest Opening Date, except for employees, agents, mandataries and representatives of the Organizer, their subsidiaries, affiliates, affiliated companies, advertising or promotion agencies, the suppliers of material, prizes and services related to this Contest, and any other stakeholder directly related to the holding of the Contest, as well as the members of their immediate family (father, mother, brothers, sisters, children and legal or de facto spouse) and anyone with whom these employees, representatives and agents reside.

2. HOW TO ENTER

2.1 Purchase necessary

To be entered automatically into the Contest, the contestant (the "Contestant") must purchase, between October 11 and 31, 2013, a Transat Holidays Distinction or Luxury Collections vacation packages of 6 nights or more. The traveling must be done between December 19, 2013 and April 30, 2014. However, the Participant having reserved a Transat Holiday Distinction or Luxury Collection vacation package within the aforementioned delays will have the option to modify the date of travel when applicable on one occasion, in which case, travel must be completed by October 31, 2014.

2.2 No purchase necessary

To enter the Contest by mail, without purchase, print your full name, home address, home telephone number, age and a 50-word text describing the reasons why you would like to win the Contest. Then mail your letter to the following address: "The Transat Holidays Early Booking Event Contest", 300 Leo Pariseau Street, Suite 1000, Montreal (Quebec) H2X 4C2 to the attention of Mylène Lefebvre. Mailed entries must be received before the Contest Closing date. Only one entry per person per home address.

3. PRIZE

One (1) prize (hereinafter the **Prize**) shall be awarded.

3.1 The **Prize** consists of winning five (5) South all inclusive Transat Tours Canada Inc. packages. The Contest winner will receive five (5) all inclusive South packages worth a maximum value of four thousand dollars CDN (\$4,000) each for a total value of twenty thousand dollars CDN (\$20,000).

4. CONDITIONS ATTACHED TO THE PRIZES

- 4.1 Bookings are subject to the availability of the Organizer at the time of reservation. The Terms and Conditions of Transat Holidays' current South Collection brochure apply. Taxes, airport fees, customs duties, entry fees and tourist cards, surcharges, insurance charges, personal expenses, personal travel insurance and travel documents are not included in the Prize. The Contest Organizers strongly recommend that the selected Contestant and his/her travelling companion purchase travel insurance.
- 4.2 The selected Contestant and his/her travelling companion must travel together both ways. Travel arrangements will be made by the Organizer. A minimum of one (1) South package of a maximum value of \$4000 in Canadian funds per year must be used, up to five (5) trips over the course of five (5) years. If the total value of one of the South packages is less than \$4000 in Canadian funds, no cash refund will be made and the remaining funds can not be added to the balance. If one of the South packages is not used for a given year, for any reason whatsoever, the package will be automatically deducted from the Prize by the Organizer at the end of the year. The last vacation package must be used by November 30, 2018 at the latest.
- 4.3 On the travelling date, the selected Contestant and his/her travelling companion must have the legal right to leave Canada and to return to Canada and must have the legal right to enter and leave the destination country to which they are bound. They are fully responsible for obtaining, at their own expense, all documentation necessary for the trip as required by the authorities concerned, including, but not limited to, visas, passports and vaccination certificates. These shall be obtained before departure. The selected Contestant and his/her travelling companion shall comply with the Contest validity dates and accept the alternatives proposed by the Organizer, if this proves necessary. No extension of stay will be permitted. The Organizer reserves the right to offer a comparable prize if a program is cancelled in the case of circumstances beyond their control.
- 4.4 All of the personal expenses of the selected Contestant and his/her travelling companion are their sole responsibility. The Contestant and his/her travelling companion are responsible for their own transportation upon departure and arrival at the international airport of departure, as determined by the Organizer. The Organizer shall assume no responsibility of any nature whatsoever for any postponement, delay or cancellation of the flight for any reason whatsoever, including, but not limited to, weather conditions or equipment breakdown or failure. The travelling companion of the selected Contestant shall be Canadian residents who have reached the age of majority in their province by the Contest Opening Date. In the event that the Prize is not accepted in accordance with the conditions attached thereto, the Prize shall be deemed forfeited or non-available.
- 4.5 Reservations and arrangements for the Prize related to reservation of the All inclusive packages must be made by the Organizer, on the date agreed upon by the selected Contestant at least thirty (30) days before departure and will be subject to availability. To reserve, the selected Contestant must contact Mylène Lefebvre, Marketing Coordinator at Transat Tours Canada at 514-987-1022, ext. 7011, or by email at mylene.lefebvre@transat.com.
- 4.6 The Prize offered must be accepted as awarded and is not exchangeable, refundable, transferable or convertible into cash.

4.7

5. DRAW

One (1) random draw will be made on November 11, 2013 at 3:00 p.m. The draws will take place at the Transat Holidays office at 300 Léo Pariseau, Suite 1000, Montreal (Quebec) H2X 4C2.

6. PRIZE CLAIM

6.1 In order to be declared a winner, the selected Contestant must:

- 6.1.1 Be reached by email or by telephone by the Contest Organizer within forty-eight (48) hours of the draw and correctly answer a mathematical skill-testing question. If the selected entrant cannot be reached by telephone within forty-eight (48) hours from the initial call, all of his or her rights to the Prize shall be forfeited and an alternative entry will be randomly drawn. If the second participant cannot be contacted by telephone or email within forty-eight (48) hours from the initial call, all of his or her rights to the Prize shall be forfeited and an alternative entry will be randomly drawn. If it is impossible to reach the third Participant by telephone or by email within forty-eight (48) hours from the initial call, the Prize shall be deemed forfeited.
- 6.1.2 Complete and sign a declaration and liability waiver form (hereinafter the **Declaration Form**) sent by the Contest Organizers and return within 10 working days following its receipt.

6.2 Winners will be announced by November 30, 2013.

6.3 In default of observing any of the conditions mentioned above or any other conditions stipulated in these Rules, the selected Contestant will be disqualified and the Prize that would have been awarded will be forfeited. Upon receipt of the duly completed and signed Declaration Form, the Contest Organizers will contact the winners in order to inform them on how to take possession of their prize.

7. PERSONAL INFORMATION

7.1 From time to time, the Organizer, with the Contestant's consent, may use the personal information provided for the purpose of:

- 7.1.1 Communicating with the winner so he/she can take possession of the Prize;
- 7.1.2 Communicating with the Contestant directly in relation to goods and services offered by the Organizer, including special offers and information on travel services; and
- 7.1.3 Conducting a survey regarding the effectiveness of the website, advertising and sales efforts made by the Organizer.

7.2 The Contestant shall indicate whether he/she consents to his/her personal information provided on the entry form being used by checking the box to this effect on the official entry form, or by indicating on the hand-printed entry form and mailing it in. For further information regarding the use of personal information by the Organizer as described in the *Policy regarding the protection of personal information and the right to privacy* adopted by Transat A.T. Inc. and its affiliates, the Contestant is invited to visit www.airtransat.ca and/or www.transatholidays.com.

8. GENERAL CONDITIONS

8.1 The Contest Organizer reserves the right to disqualify a Contestant or cancel his/her entry if he/she enters or attempts to enter this Contest in a manner that does not comply with these Rules. This Contestant may be turned over to the appropriate judicial authorities. Any decision of the Contest Organizer regarding this aspect of the Contest is final.

8.2 By entering this Contest, the selected Contestant agrees, without receiving any additional compensation, to the use of his/her name, address, city, province, voice, comments, photographs and/or other likeness for advertising and promotional purposes by the Organizer.

8.3 This Contest is subject to federal, provincial and municipal laws, regulations and by-laws.

- 8.4 Any forms that are incomplete, received after the Contest Closing Date, lost, irregular in any way or sent by an unauthorized method shall be deemed null and void and will not be accepted for the draw.
- 8.5 The Contest is administered by the Organizer. The Organizer will assume no responsibility for any problem, failure or technical malfunction of a network line, online computer system, peripheral telephone, software, server, provider, email or browser or any other technical malfunction that may occur, including, but not limited to, a problem of transmission or non-transmission, for any reason whatsoever. The Organizer is not responsible in any way for erroneous or inaccurate information, whether caused by website users or by the equipment and/or programs associated with or used by the Contest or by a technical or human error that may have occurred in conducting the Contest. The Organizer assumes no responsibility for any error, omission, interruption, loss or fault relating to operation or transmission, failure of communication lines, loss or destruction. The Organizer is not responsible for any injuries or damages that may result from the holding of the Contest. The Organizer reserves the right to destroy all the documents pertaining to the Contest once the retention period as required by law has expired. The Organizer reserves the right, at its sole discretion, to cancel, modify or postpone the Contest at any time, without prior notice, if any factor prevents the holding of the Contest pursuant to these Rules or in accordance with any law, regulation, by-law or policy of any entity having jurisdiction over the Organizer.
- 8.6 By entering the Contest, the Contestant acknowledges having read and understood these Rules and agrees to be bound by them and to comply with them. The Contestant declares that the Rules are understandable and reasonably available for consultation.
- 8.7 The winner's name may be obtained by writing to "**The Transat Holidays Early Booking Event**", Transat Holidays, 300 Leo Pariseau, Suite 1000, Montreal (Quebec) H2X 4C2, contact person Mylène Lefebvre.

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux (the "**Régie**") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.