

## Unisource Canada, Inc. "CMYK IDOL" Contest Rules:

1. Contest Overview: This contest is called CMYK Idol contest (the "Contest") and is being run by Unisource Canada, Inc. ("Unisource"). In this Contest customers of the Canadian printing companies ("Printing Company (ies)") may vote for the print sales representative from any Printing Company, that they consider services their account the best.
2. Who can vote: To be eligible to vote you must be responsible for the production, creative or purchasing of print projects for a Canadian entity that purchases printing services in Canada, your employment must be in good standing, you must be 19 years of age and older, and a resident of Canada (an "Eligible Voter"). Only ballots from Eligible Voters will be counted.
3. Excluded participants: Employees and immediate family members of, and persons residing with employees of, Unisource and its affiliated companies, promotional and advertising agencies, and their agents and representatives, may not participate in this Contest.
4. Who can win: The winners of the CMYK Idol Contest are the Printing Companies whose print sales representative receives the most nominations and votes in its region. There will be four winners of this Contest – one per geographic region – and for the purposes of this Contest Canada has been divided into regions as follows:
  - a. Ottawa & Eastern Canada
  - b. Ontario less Ottawa
  - c. Manitoba, Saskatchewan, Alberta, Territories
  - d. BC
5. Prize: The prize for each winner of this Contest consists of an advertising spot (1/5 of an 11 x 8 1/2 colour page), approximate retail value of \$775.00 in the January 2012 issue of DesignEdge Magazine awarded to the employers of the winning print sales representatives and a \$1000 gift certificate at Fairmont Hotels within Canada issued to the winning print sales representative themselves. The prize must be accepted as awarded. No substitution, no transferring to other individuals or companies, or cash in lieu, in whole or part, is permitted; provided however that Unisource reserves the right to substitute a prize of equal or greater value, at its sole discretion. The chances of winning depend on the number of qualified participants.
6. Initial Nomination Period: The Contest is divided into two time periods. The first period ("Initial Nomination Period") runs from August 2, 2011 at 9:00am EST and closes September 16, 2011 at 5:00 pm EST. During this time Eligible Nominators may place one nomination per print sales representative by going to the online nomination pages at [www.unisourcedesign.ca](http://www.unisourcedesign.ca). An Eligible Nominator may nominate more than one print sales representative, but may not nominate the same print sales representative

more than once. Eligible Nominators can nominate print sales representatives from outside of their region.

7. Initial Tally: At the end of the Initial Nomination Period Unisource will tally the number of nominations per print sales representative and the five print sales representatives in each region with the largest number of nominations will move onto the second period. Any ties between two or more print sales representatives shall be broken by random draw conducted by Unisource.

8. Final Voting Period: The second period ("Final Voting Period") runs from October 3, 2011 at 9:00 am EST and closes October 28, 2011 at 5:00 pm EST. In this Final Voting Period, Eligible Voters will be asked to cast their votes on the online voting page at [www.unisourcedesign.ca](http://www.unisourcedesign.ca) for the print sales representatives still in the running. As in the Initial Nomination Period, an Eligible Voter may vote for more than one print sales representative, but may not vote for the same person more than once, and may vote for a print sales representative outside of their region.

9. Final Tally: At the end of the Final Voting Period the winning print sales representative for each region will be determined based on who received the most votes. Any ties between two or more print sales representatives shall be broken by random draw conducted by Unisource.

10. Announcement of Winner: The name and/or photo, as applicable, of the winning print sales representatives and their employers will be announced on November 14, 2011 by Unisource on its website [www.unisourcedesign.ca](http://www.unisourcedesign.ca) on Twitter and in the next edition of Unisource's Solutions Magazine. The names of the regional runners up will also be announced on [unisourcedesign.ca](http://unisourcedesign.ca).

11. Print Sales Representative Participation: In order to be eligible to participate in the Final Voting Period, any print sales representative who appears in the final five for his or her region must provide, within five (5) business days of receipt thereof from Unisource: a) a form agreeing to the use of the print sales representative's name, title, employer's name, comments, photograph and likeness for the purposes of running and publicizing the Contest, and granting to Unisource all rights to said use without further compensation; and b) an acknowledgement from their employer signed by an officer of the company that the print sales representative has the right to participate in this Contest as an employee of a Unisource Printing Company. If these properly executed documents are not received by the due date then Unisource reserves the right to disqualify the print sales representative and choose the print sales representative with the next highest number of votes, who shall then be given the same documentation with an obligation to return it within five (5) business days. Any ties for the alternates will also be determined by random draw to be conducted by Unisource.

12. Contest Promotion: Once the top five print sales representatives per region have been chosen in the Initial Nomination Period, and the required documentation has been received from each participant, Unisource may, at its sole discretion, publicize the Contest and/or post the profiles of the remaining print sales representatives in various locations including but not limited to [unisourcedesign.ca](http://unisourcedesign.ca); Twitter;

through a Unisource email blast; in DesignEdge magazine and website; and in PrintCan newsletters and website.

13. Condition of Winning: As a pre-condition to being awarded the prize: the employee and their employer must: i) agree to his/her name, job title and/or photo being used, as applicable, without compensation, for publicity purposes; ii) sign a declaration of compliance with the Contest rules; and iii) sign a release of liability in favor of Unisource, its affiliated companies, associated manufacturers, promotional and advertising agencies, and their respective officers, directors, employees and agents (the "Unisource Group"). In the case of the employer, an officer of the company is required to sign on its behalf.

14. Employer's Policies: It is the employee's responsibility to ensure compliance with his/her employer's policy regarding his/her participation in the Contest and acceptance of a prize.

15. Limitation of Liability: Unisource assumes no responsibility for lost, mutilated, late or incomplete entries, or for any mistaken addresses on mail received, typographical errors, technical, computer or telephone malfunction, loss or theft of computer or telephone data, damage to software or computer equipment or any other mistake.

16. Privacy: By entering this Contest, entrants consent to Unisource using any personal and business information submitted with the entry for the purposes of administering the Contest and providing the entrant with information on future promotions. All such personal information will be protected in accordance with Unisource's Privacy Policy found at [www.unisource.ca/site/terms](http://www.unisource.ca/site/terms).

17. Termination: Unisource reserves the right to withdraw, terminate, amend or suspend this Contest at any time without notice and, if required, subject in the case of Quebec, to the consent of the Regie des alcools, des courses et des jeux. Unisource, its affiliated companies, their advertising and promotional agencies, their suppliers of material or services related to this Contest as well as their employees, agents and representatives cannot be held to award more prizes or to award the prize otherwise than in compliance with these rules.

18. Compliance with Rules: Participation in this Contest includes acceptance of the rules, which will be applied by Unisource. All decisions of the Contest judges with respect to all aspects of this Contest are final. The Contest administrator is Ms. Deborah Chalkley, Vice President, Unisource Canada, Inc. If Unisource, in its sole discretion, determines that an entrant is not in compliance with these Contest rules, Unisource reserves the right to disqualify the entrant from the Contest.

19. Unisource Release: By participating in this Contest or trying to do so, all participants, be they Eligible Voters, print sales representatives or Unisource Printing Companies, release Unisource, its affiliated companies, their advertising and promotional agencies, their employees, agents and representatives from any damages which could arise from their participation or attempt to participate in the Contest.

20. Applicable Laws: This Contest is governed by the laws of Ontario and the federal laws of Canada, as applicable. For residents of Quebec, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Regie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Regie only for the purposes of helping the parties reach a settlement.