

Unisource Canada, Inc. "Voter Appreciation" Contest Rules:

1. Contest Overview: This contest is called the Voter Appreciation contest (the "Contest") and is being run by Unisource Canada, Inc. ("Unisource") to provide an incentive to people to vote in the Final Voting Period for their favourite Print Sales Rep in the CMYK Idol Contest being run concurrently.
2. Who is eligible: To be eligible for this Contest you must be responsible for the production, creative or purchasing of print projects for a Canadian entity that purchases printing services from a Canadian printing company, your employment must be in good standing, you must be 19 years of age and older, and a resident of Canada (an "Eligible Voter").
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. How to Enter: In order to enter this Contest Eligible Voters must vote for their favourite print sales representative on the online voting page during the voting period at [www.unisourcedesign](http://www.unisourcedesign.ca).ca. The voting period will run from 9 am EST October 3, 2011 to 5PM EST on October 28, 2011. During the nomination period, once an Eligible Voter has entered a valid vote, the voter's name will automatically be entered in this Contest. There will be 4 winners per week for this Contest – one per geographic region- and each Eligible Voter who enters will automatically be placed in a region based on their city of employment.
5. Regions: 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
6. Prize: The prize for each winner of this Contest consists of a \$200 Fairmont gift certificate to be used at any Fairmont Hotel in Canada. 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.
7. Draw: One name per region will be picked by a representative of Unisource by random draw from the eligible entries. The people whose names are drawn will be contacted within 5 days of the draw by

Unisource using the work contact details provided on the entry. If the selected entrant cannot be contacted using the information on the entry within 10 days of the date of the draw, then he/she will not be eligible and another name from that region will be randomly selected and the new entrant subject to the same process. Winners can only win once during the voting period. The draws will be held according to the below dates.

- 2011, October 11, 17, 24, 31

8. Condition of Winning: As a pre-condition to being awarded the prize the eligible entrant 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; iii) correctly answer a mathematical skill testing question and iv) 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"). Prizes will be delivered within 4 - 6 weeks of the draw.

9. Announcement of Winners: The name and/or photo, as applicable, of the winners will be announced within 20 days of each draw by Unisource on its website www.unisourcedesign.ca.

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

11. 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.

12. Privacy: By entering this Contest, entrants consent to Unisource using any personal or 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.

13. 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.

14. 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.

15. Unisource Release: By participating in this Contest or trying to do so, all participants 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.

16. 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.