

The BMO Bank of Montreal “Win Tickets to an Alouettes’ Game” Contest

1 Official Rules & Regulations

1.1 No purchase required. Limit of one Contest entry per person per day. This Contest is open to any person who fills out an entry form at the www.MontrealAlouettes.com web site. All entries must have been received by October 9, 2009 to be eligible for the grand prize. To be eligible for secondary prize draws, entry forms must be received before the dates listed in the table below.

2 Prizes

2.1 There will be **one (1) grand prize** awarded, consisting of a box for eight (8) people at the Montréal Alouettes game on October 18, 2009. The winner and seven (7) friends will attend the Alouettes game on October 18, 2009, at 2 p.m. The prize includes: eight (8) tickets to the game for box seats at Percival Molson Stadium and \$500 for refreshments. Winners will also be able to visit the field after the game. Approximate retail value of the grand prize is \$3,000 (all amounts in Canadian dollars).

2.2 There are **26 secondary prizes**, each consisting of a pair of tickets to a regular season Alouettes game in the BMO Zone in Percival Molson Stadium on the date listed in the table below. The approximate retail value of each pair of tickets is \$59.90, for a total value of \$1,437.60.

2.3 The declared value of prizes includes applicable sales tax. Approximate retail value of the prizes is \$4,437.40.

3 Eligibility

3.1 This Contest is open to all Québec residents who have attained the age of majority and are eligible. Employees of the Bank of Montreal, its agencies, representatives, Prize Supplier or their affiliates and persons with whom any of the foregoing are domiciled are prohibited from participating in the context.

4 How to win

4.1 Winners are selected by random draws from among all eligible entry forms received, to be held at 10 a.m. at the BMO Bank of Montreal offices at 105 St. Jacques St. in Montreal, on the dates listed in the table below.

4.2 In order to win, the selected entrant must have correctly answered the mathematical skill-testing question on the entry form and sign a standard waiver form releasing Contest Organizers, the Montreal Alouettes, and any other person designated by them from any liability arising from the Contest and receipt of the prize. The selected entrant will be notified by telephone within two (2) days after the date of the draw. If a selected entrant cannot be contacted in this manner within this time, his or her entry form will be cancelled and another entry form will be randomly drawn. The chances of winning depend on the number of eligible entries received by the Contest closing date.

4.3 The winners will be drawn from among all eligible entry forms received during the Draw Period set out below.

Dates of games	Draw period	Draw date	Number of names drawn	Number of tickets awarded
Thursday, June 9, 2009 – 7h30 p.m.	Until June 30, 2009, 11h59 p.m.	Thursday, July 2, 2009	3	6
Thursday, July 23, 2009 7h30 p.m.	Until July 15, 2009, 11h59 p.m.	Thursday, July 16, 2009	3	6
Friday, August 7, 2009 7h30 p.m.	Until July 30, 2009 11h59 p.m.	Friday, July 31, 2009	3	6
Friday, August 21, 2009 7h30 p.m.	Until August 13, 2009, 11h59 p.m.	Friday, August 14, 2009	3	6
Sunday, September 13, 2009, 1 p.m.	Until September 3, 2009, 11h59 p.m.	Friday, September 4, 2009	3	6
Sunday, September 20, 2009, 1 p.m.	Until September 10, 2009, 11h59 p.m.	Friday, September 11, 2009	3	6
Grand Prize : Sunday, October 18, 2009, 2 p.m.	Until October 8, 2009, 11h59 p.m.	Friday, October 9, 2009	1 3	8 6
Sunday, November 1, 2009, 1 p.m.	Until October 22, 2009, 11h59 p.m.	Friday, October 23, 2009	3	6

5 General conditions

- 5.1 Should the selected Contestant fail to meet any of the Contest conditions, he or she will be disqualified and the prize will be cancelled.
- 5.2 Entry forms are subject to verification by Contest Organizers. Any entry that is incomplete, fraudulent, late or otherwise fails to meet one of the criteria set out in these Rules and Regulations may be rejected and will make the entrant ineligible for participation or prizes, as applicable. All decisions by Contest Organizers regarding the Contest, including decisions regarding an entrant's eligibility or disqualification, are final and binding.
- 5.3 The Contest Organizers reserve the right to disqualify a person or cancel one or more entry forms of anyone entering or attempting to enter the Contest by a means contrary to these Rules and Regulations or unfair to the other entrants (for example, fraudulent entries, entries exceeding the authorized limit). Such persons may be reported to the appropriate authorities. Decisions by Contest Organizers in this respect are final and binding.
- 5.4 By participating in the Contest, the winner authorizes Contest Organizers and their representatives to use, if required, the winner's name, photo, place of residence and/or statement about the prize for publicity purposes in any media, without compensation.

- 5.5 All “No purchase necessary” entry forms become the property of Contest Organizers, who assume no responsibility for lost, misplaced, destroyed or late entry forms. No entry forms shall be returned.
- 5.6 The Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this Contest, in whole or in part, if any event or human intervention compromises the administration, security, impartiality, or the normal running of the Contest as provided in these Rules and Regulations, subject to the approval of the Régie des alcools, des courses et des jeux. The Contest Organizers, their affiliates, advertising and promotional agencies, the suppliers of prizes, equipment and services in connection with this Contest, and their employees, representatives and agencies cannot be required to award more prizes than mentioned in these Rules and Regulations or award prizes that do not conform with the prizes described herein.
- 5.7 Any dispute regarding the organization or running of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for settlement. Disputes regarding the awarding of a prize may be submitted to the Régie solely for the purpose of helping the parties reach a settlement. No communication will be exchanged with entrants except with those selected for a prize.
- 5.8 The Contest Organizers reserve the right to withdraw, amend or terminate the Contest at any time, subject to the jurisdiction in the province of Québec of the Régie des alcools, des courses et des jeux.
- 5.9 For the purpose of these Rules and Regulations, the entrant is the person whose name appears on the completed entry form. It is to this person that the prize will be awarded if he or she is declared a winner.
- 5.10 This Contest is subject to all applicable federal, provincial and municipal laws and regulations.
- 5.11 The Contest is run by **BMO Bank of Montreal**.

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