



LOST IN THE WOODS? PROMOTION «WIN YOUR FLOOR» CONTEST RULES

CONTEST DETAILS

The Mercier Wood Flooring «Win your floor» contest starts on Friday March 23rd and ends on Monday May 21st, at www.mercierwoodflooring.com/promo.

The contest is open to all Canadian consumers that are 18 years of age or more and who purchased 200 sq.ft. or more of Mercier flooring, from the Origins, Design+, Exotic or Elegancia collections, at an authorized Mercier dealer, between March 23rd and May 21st 2018 inclusively, and whose floor will be shipped no later than June 21st 2018. Registrations close on May 21st 2018, at 23:59, Eastern Time. The authorized dealers are such as displayed on the Mercier web site, in the Find a retailer section and based on the postal code entered.

Mercier will reimburse the winner the amount of his purchase, including taxes and shipping fees, up to a maximum of \$10 000. Installation fees and any other fee related to the purchase of the floor are not reimbursable as part of this contest.

ALLOCATION OF PARTICIPATIONS

The participant will be allocated one (1) participation to the contest for each 100 sq.ft. of flooring purchased. For example, for a purchase of two hundred and fifty square feet (250 sq.ft.), the participant will be allocated 2 participations to the contest. At registration, the participant will need to provide the number of square feet purchased, as showing on the invoice provided by the retailer at the time of purchase. The number of participations of each participant will be calculated and registered to the contest automatically, based on the information he provided when registering to the contest on the Mercier web site. A confirmation e-mail containing his information, his retailer's information, as well as the number of participation allocated, will be sent to each participant following his registration to the contest.

Purchases of Mercier PRO and Generations Intact 2500 products, mouldings, nosings, vents and accessories are not eligible for the contest.

Only participations related to the purchases made between March 23rd and May 21st 2018, inclusively and shipped no later than June 21st 2018 and paid in full before the draw will be deemed valid. Mercier wood flooring or one of his authorized representatives will make the necessary verifications and will request the required proofs to the retailer who made the sale, before the prize can be granted to the winner.

In a situation where a purchase registered to the contest was cancelled or modified, the number of participation related to the purchase will be adjusted according on the nature of the modification and based on the criteria of eligibility and of allocation of participations, described above. For example, the addition of 40 sq.ft. to a purchase of 280 sq.ft. will add 1 participation to the contest and the consumer's total number of valid participations will go from 2 to 3 participations. The same way, a decrease of 40 sq.ft. from a purchase of 820 sq.ft. will lead to a decrease of 1 participation and the total of number of participations of the consumer will go from 8 to 9. In the case of the full cancellation of a purchase or of a decrease bringing the purchase to less than 200 sq.ft., all participation related to this purchase will be cancelled.

ELIGIBILITY

Legal entities are not eligible for the contest. Purchases resulting from a real estate project managed by a builder are eligible, as long as the eligibility criteria are met and that the registration is made by and for the consumer, client of the builder, and that he is able to obtain a proof of purchase related his unit only.

No purchase necessary. The contest is open to any person of 18 years of age or more who didn't make a purchase, but wish to register to the contest (hereinafter referred to as «other participant(s)»). To do so, the other participant must send a request to Mercier Wood flooring, in the form of a hand written letter of a minimum of 50 words, explaining the reasons why they wish to register to the contest. The letter must also include the other participant's full information: name, surname, address, postal code, e-mail and phone number. The request must be made by mail, starting on March 23rd 2018, and sent to 330 rue des Entrepreneurs, Montmagny, QC, G5V 4T1, to the attention of Mercier Wood Flooring's marketing department. Written requests must be received by Mercier no later than April 30th 2018 and must include a postage-paid envelope that is pre-addressed to the other participant. Mercier will send back a temporary participation ballot with an authorized participation code that the other participant will need to provide at registration in lieu of the required invoice number. It is the other participant's responsibility to go to the contest section of the Mercier web site and complete the registration form. In the event where a other participant won the contest, he will be given a gift certificate, applicable on the purchase of a Mercier Generations floor of the Origins, Design+, Nature, Exotic or Elegancia collections, up to a maximum of \$5000 including taxes and transportation fees. The gift certificate cannot be split or exchanged for cash. The purchase must be made at one of Mercier's authorized retailer in the 12 months following the end of the contest.

The contest is not open the employees or representatives of Mercier, of affiliated entities, of agencies related to the contest, as well as any immediate family member or person domiciled with such employee or representative. The immediate family member is defined as any person who lives at the same address as such employee or representative. In the case where a winning participant does not meet the present eligibility conditions, he will be disqualified automatically and another draw will be made to determine a winner. Any participant who does not meet the present eligibility conditions must inform Mercier of the situation as soon as he is contacted.

REGISTRATION TO THE CONTEST

In any case, only electronic registrations made using the registration form on the Mercier web site are valid. There is no other way to register to the contest.

Following their registration on the Mercier web site, participants and other participants will receive an e-mail confirming their registration, where their information, their retailer's information, the number of square feet purchased, the retailer's invoice number and their number of eligible participations registered to the contest. The information contained in this e-mail will be as entered in the registration form. All participants and other participants must provide a valid e-mail address. Mercier Wood Flooring and their retailers cannot be held responsible for the presence of errors in the information provided. In the event of a dispute concerning the identity of a participant, the person whose name appears on the retailer's invoice will prevail. The participant may have to provide a proof of identity to confirm the registration information.

USAGE OF DATA

Mercier will gather the participant's personal data. Marketing information will only be sent to the participants who agreed to receive them by checking the appropriate box in the registration form.

The participant explicitly consents that the information provided be used by Mercier or any affiliated entity to communicate information on the contest, and for survey and analysis purposes.

By registering to the contest, the winner authorizes Mercier to use, if required, his name, photo, image and voice, to announce the contest's result using the media of its choice, without any form of compensation.

DRAW

There will be only one (1) winner to the contest. The draw will take place on July 2nd, 2018, at the offices of the Malette accounting firm, located at 100-14 Chemin des Poirier, Montmagny, QC G5V 4L1. The draw will be made randomly among all participations registered to the contest on the Mercier web site between March 23rd and May 21st, 2018 inclusively and deemed valid based on the eligibility criteria set above. All registered participations are subject to verifications by the organizers of the contest. Incomplete, fraudulent or any participation that does not meet the eligibility criteria will be automatically rejected. The organizer's decision in this regard is final and not subject to appeal.

The winner will be contacted by phone and e-mail and will be granted his prize only when the necessary verifications are completed. The prize will be given to the winner in the form of a check written to the winner's attention and to the amount of his purchase, up to \$10 000, in accordance with the conditions set above. In the case where the winner is a other participant, the prize will be given in the form of a gift certificate to the maximum amount of \$5000, in accordance with the conditions set above. The prize shall be accepted as described in the present contest rules and cannot be substituted for another prize.

The winner will be announced on Mercier's Facebook page following the acceptance of his prize and could be required to go to his retailer's location for an official presentation.

RÉGIE DES ALCOOLS, DES COURSES ET DES JEUX (RACJ)

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the RACJ for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

Within 60 days following the date on which the winner is named, a written report will be filed with the RACJ, including the name and address of the winner, the amount won, as well as the date on which the prize was delivered. Mercier will keep, for 120 days following the date on which a winner is named, all registration information, documents and other vouchers enabling the board to verify whether the contest has been properly carried on.

DEATH

Should a participant decease before the draw, his participations will be automatically cancelled. For practical logistics purposes, not knowing the legal heirs, Mercier will proceed to another draw to determine a new winner. Should one of the spouses residing at the address written on the purchase invoice still be alive, he would be eligible for the prize.

OFFICIAL RULES

The contest is organized by Mercier Wood Flooring Inc. The rules are available on the Mercier website at www.mercierwoodflooring.com/promo. Anyone wanting a printed copy of the rules can obtain it by presenting himself to Mercier's head office at 330 rue des Entrepreneurs, Montmagny, QC, G5V 4T1 during regular business hours. Retailer can, at their discretion, provide their client with a print out of the rules available on the website.

*The masculine gender is used in this document solely to simplify the text and without discriminatory intent or prejudice toward the feminine gender.