

“Back to School 2010” CONTEST

Contest Rules

1. The “Back to School 2010” Contest is held by Bayer Inc. (the “Contest Organizers”). The Contest will be advertised in retail stores across Canada where you will find the Contest advertisement (the “Participating Stores”). The Contest will run on the Internet from 12:00 a.m. (ET) on July 26, 2010 to 11:00 a.m. (ET) October 31, 2010 (the “Contest Period”).

ELIGIBILITY

2. The Contest is open to residents of Canada who have reached the age of majority in their province or territory of residence. Employees, agents and representatives of the Contest Organizers, of any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, suppliers of prizes, material and services related to this Contest, as well as members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and any individuals with whom such employees, agents and representatives are domiciled, are not eligible. “Cookies” must be accepted to enter the Contest.

HOW TO ENTER

No purchase necessary

3. To enter, proceed as follows:
 - 3.1 During the Contest Period, purchase any participating Flintstones Multiple Vitamins product (the "Participating Product") or simply note the UPC code found on the packaging of a Participating Product at any Participating Store, subject to availability;
 - 3.2 Visit the www.flintstonesvitamins.ca Web site. On the home page, following language selection, click on “Click here to enter!”;
 - 3.3 Fill out the Entry Form by entering your e-mail and confirming it, first name, last name, address including city, province and postal code, phone number including area code, the UPC code from a Participating Product and the correct answer to the mathematical skill-testing question;
 - 3.4 Declare that you have read and agree to the Contest Rules and confirm that you have reached the age of majority by checking the boxes to such effect;
 - 3.5 Retype the text which must be reproduced for security purposes;
 - 3.6 Once you have duly completed your Entry Form, click on “Submit” before the end of the Contest Period. Upon appearance of a confirmation message, you will automatically obtain one (1) entry in the Contest.
4. **Limits.** Entrants must respect the following limits otherwise they will be disqualified:
 - 4.1 Only one entry per e-mail address and per phone number for the Contest Period;

- 4.2 The use of only one (1) e-mail address and one (1) phone number when an entrant owns more than one.

PRIZES

5. Five (5) prizes are offered. Each prize consists of a \$1000.00 Future Shop gift card. Gift cards can be used in person at a Future Shop retail outlet, or online at <http://futureshop.ca>. Certain conditions apply to each Future Shop gift card, as follows and further detailed at <http://futureshop.ca>:

Redeemable online and at any Future Shop retail location in Canada for merchandise or services only. Not redeemable for cash. Not a credit or debit card. Not valid as payment on Future Shop credit card. Check gift card balance online, at any Future Shop store in Canada, or call 1-866-787-7995. Must have card number available. Receipt will show remaining balance. No expiration date. Reload card at any Future Shop retail store in Canada. Terms and conditions subject to change without notice as detailed at <http://futureshop.ca>.

6. **Limit.** There is a limit of one (1) prize per person and per household.

DRAW

7. At 11:00 a.m. (ET) on November 2, 2010, at the office of the agency in charge of administering this Contest located in Sherbrooke, Quebec, a random draw of five (5) eligible entries will be held among all entries registered during the Contest Period.
8. **Odds of winning.** The odds of an entrant's entry being selected depend on the number of entries registered during the Contest Period.

AWARDING OF PRIZES

9. To be declared a winner, each selected entrant must:
- 9.1 Be reached by e-mail by the Contest Organizers within ten (10) days of the draw. The selected entrant must reply in accordance with the instructions given in the e-mail within ten (10) days of its receipt. Return of e-mail prize notification as undeliverable will result in disqualification and selection of an alternate entrant;
 - 9.2 Have correctly answered the mathematical skill-testing question appearing on the Entry Form and provided a UPC code number as requested;
 - 9.3 Fill out and sign the Declaration and Release Form (the "Declaration Form") that the Contest Organizers will provide him/her by mail, fax or e-mail to the effect that he/she has fulfilled all the requirements of these Contest Rules, and return it to the Contest Organizers for them to receive it within ten (10) days of its receipt;
 - 9.4 If requested, provide in a timely manner an identification card with photograph.
10. Failure to comply with one of the conditions mentioned in these Contest Rules or to accept the prize will cause the selected entrant to be disqualified. In such a case, the Contest Organizers may, at their sole discretion, cancel the prize or hold a new draw until an entrant is selected and declared a winner. In the event that no entrant has been declared a winner within sixty (60) days following the original draw, the Contest Organizers may cancel the prize.

11. Within four (4) to six (6) weeks following the receipt of the duly completed and signed Declaration Form, the Contest Organizers will deliver the prizes to the winners by mail.

GENERAL CONDITIONS

12. **Verification.** Entry Forms and Declaration Forms are subject to verification by the Contest Organizers. Any Entry Form or Declaration Form which is, as the case may be, incomplete, fraudulent, providing an invalid phone number or an invalid e-mail address, registered or submitted late, not bearing the correct answer to the mathematical skill-testing question or otherwise noncompliant may be rejected and will not be entitled to an entry or to win a prize, as the case may be.
13. **Disqualification.** The Contest Organizers reserve the right to disqualify a person or to cancel one or several entries of a person who participates or tries to participate in this Contest by using methods that do not comply with these Contest Rules or that are unfair to the other entrants (e.g. entries exceeding the authorized limit). Such a person may be reported to the appropriate legal authorities.
14. **Conduct of the Contest.** Any attempt to deliberately damage the Contest Web site and/or any related Web site or to sabotage the legitimate course of this Contest constitutes a violation of civil and criminal laws. Should there be any threats of violations, the Contest Organizers reserve the right to reject the entrant's entries and obtain legal or equitable relief under the applicable laws.
15. **Acceptance of prize.** Prizes must be accepted as described in these Contest Rules and may not, in any case, be transferred to another person, replaced by another prize or exchanged for its cash value, except as provided in the section below.
16. **Substitution of prize.** In the event that it would be impossible, difficult and/or more onerous for the Contest Organizers to award a prize as described in these Contest Rules, they reserve the right to award a prize of the same kind and of equivalent value or, at their sole discretion, the cash value of a prize as indicated in the Contest Rules.
17. **Liability limit – use of prize.** By entering the Contest, any entrant selected for a prize releases and holds harmless the Contest Organizers, any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, their employees, agents and representatives from and against any damage resulting from the acceptance or use of the prize.
18. **Liability limit: prize supplier.** Any entrant selected for a prize acknowledges that upon receipt of a gift card, the execution of the services and obligations related to it becomes the responsibility of the different providers of goods and services related to it, namely Future Shop.
19. **Prize warranty.** Any entrant selected for a prize acknowledges the only warranty applicable to the products and services obtained with the gift card is the standard warranty of the manufacturer or suppliers of services.
20. **Future Shop.** Future Shop does not sponsor this contest.
21. **Web site.** The Contest Organizers do not warrant that access to or use of the Contest Web site will be uninterrupted during the Contest Period or error-free.

22. **Liability limit – conduct of the Contest.** The Contest Organizers, any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, their employees, agents and representatives disclaim all liability for any of the following that may limit or prevent any entrant's participation in the Contest: malfunctioning of any computer component, software or communications line; loss or lack of a communications network; or any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network. The above-mentioned persons also disclaim all liability for any damages or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any Web page or software or by the transmission of any information related to participation in the Contest.
23. **Contest modification.** The Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this Contest in whole or in part, should human intervention or an event take place that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules, subject to approval by the *Régie des alcools, des courses et des jeux du Québec*, if required.
24. **Termination of participation in the Contest.** In the event that the computer system cannot register all Contest entries during the Contest Period for whatever reason, or if participation in the Contest must be terminated in whole or in part before the ending date provided in these Contest Rules, the Contest Organizers may, at their sole discretion, proceed with the draw among the entries duly registered during the Contest period or, as the case may be, up to the date of the event ending participation in the Contest.
25. **Prize limit.** In no event shall the Contest Organizers be required to award more prizes than indicated in these Contest Rules or to award a prize otherwise than in compliance with these Contest Rules.
26. **Liability limit – participation in the Contest.** Persons who enter or try to enter this Contest release the Contest Organizers, any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, their employees, agents and representatives from any liability for damage these said persons may incur as a result of their entry or their attempt to enter the Contest.
27. **Authorization.** By entering this Contest, any entrant selected for a prize authorizes the Contest Organizers and their representatives to use, if required, their name, photo, likeness, voice, place of residence and/or statement regarding a prize for publicity purposes, without any form of compensation.
28. **Communication with entrants.** No communication or correspondence related to this Contest shall be exchanged with entrants except as provided for in these Contest Rules or at the Contest Organizers' initiative.
29. **Personal information.** Entrants' personal information collected for the purposes of the Contest will only be used to administer the Contest. No commercial or other communications unrelated to the Contest will be sent to entrants unless they have otherwise agreed to receive such communications.
30. **Property.** Declaration Forms are the property of the Contest Organizers and shall not in any case be returned to entrants.

31. **Entrant identification.** For the purposes of these Contest Rules, an entrant is the person whose name appears on the Entry Form and it is to this person to whom a prize will be awarded if he/she is selected and declared a winner.
32. **Contest Organizers' decision.** Any decision by the Contest Organizers or their representatives regarding this Contest is final and without appeal, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* on any issue under its jurisdiction.
33. **Litigation.** For Quebec residents, any litigation respecting the conduct or organisation of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux du Québec* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the *Régie* for the purpose of helping the parties reach a settlement.
34. **Sections divisibility.** If a section of the Contest Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.
35. **Language.** In case of any discrepancy between the French and English versions of these Contest Rules, the English version shall prevail.