

You must read and accept the rules and regulations below.

2009 "DESTINATION QUEBEC" CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW. PURCHASING WILL NOT IMPROVE YOUR CHANCES OF WINNING.

CONTEST DATES

1.

The "Destination Quebec" Contest is organized by the Ministère du Tourisme du Québec (the **"Sponsor"**). The Contest is held on Internet and begins at 12:00 a.m. Eastern time zone ("ET") on March 16, 2009, and closes at 11:59 p.m. ET on April 30, 2009 (the **"Contest period"**).

VOID WHERE PROHIBITED.

ELIGIBILITY

2.

This Contest is open to individuals who are 25 years of age or older as of the date of entry, are legal residents of the United States and are domiciled in New-York State or in New Jersey or in California or in Illinois. Are not eligible for this Contest: employees, agents and representatives of the Sponsor, its subsidiaries, affiliated companies, parent corporations, related trust fund, advertising or promotional agencies, suppliers of Contest-related materials, prizes and services, or any other person directly associated with the holding of this Contest, as well as their immediate family members (brothers, sisters, children, father, mother), legal or common law spouse and any persons living with these employees, agents and representatives.

This Contest is subject to all federal, state and local laws and regulations.

HOW TO ENTER

No purchase necessary

3.

To enter and have the chance to win one of three trips for two persons to Quebec Province in Canada, go to www.destinationcontest.bonjourquebec.com during the Contest period. On the landing page, follow the instructions to access the electronic entry form (the **"Entry form"**). Fill out the Entry form as described here under. All fields are compulsory:

3.1

Activities. Choose five activities you would like to experience by selecting five corresponding photos as instructed;

3.2

Introduce your team (the “**Team**”). Fill out the following information in your section and in the section of the person that will accompany you (the “**Teammate**”) if you win the prize: first and last name and age. Your Teammate must be 25 or older as of the date of entry, a legal resident of the United States and domiciled in New-York State or in New Jersey or in California or in Illinois;

3.3

Photos. Following the directions set forth in Section 4 below, upload a photo of you and one of your Teammate to your Entry form. To proceed, click on BROWSE to select the files you want to submit;

3.4

Relationship. Enter the nature of your relationship with your Teammate (e.g. spouse, friend, sibling, colleague, etc.);

3.5

Motivation. Following the directions set forth in Section 4 below, write a short text explaining the reasons why your Team should be chosen. The judges will select the three winning Teams on the basis of this letter of motivation, in accordance with these Contest rules;

3.6

Contact information. Fill out your contact information by entering your address, city, state, zip code, country, phone number (day time), e-mail address, confirmation of your e-mail address and your Teammate’s e-mail address and phone number;

3.7

Declaration. By checking the corresponding box, declare that you and your teammate have read and agreed to the Contest rules;

3.8

Enter the six characters from the image appearing on the screen which must be reproduced for security reasons;

3.9

Before the end of the Contest period click on “Submit”. You will then be registered in the Contest. A confirmation e-mail will be sent to your Teammate to inform him that he is registered in the Contest.

4.

Registration conditions. The following conditions apply to your entry:

4.1

The letter of motivation submitted must be 100 words minimum and 250 words maximum;

4.2

The photos submitted must be 4MB maximum .jpeg format, 800 pixels (height) by 600 pixels (width) minimum dimension and must not be of poor quality;

4.3

Any photo and/or letter of motivation which contains, as the case may be, discriminatory, explicitly sexual, offensive, harassing, hateful, libellous, sexist, violent, malicious content or content which may be against knowledgeable accepted standards of good behaviour among the Quebec society may lead to disqualification of the entrant, at the sole and entire discretion of the Sponsor;

4.4

In the event that they are declared winners, entrants as well as their Teammate agree to write a travel diary and take photos daily.

5.

Authorizations. By entering the Contest, entrants and their Teammate authorize the Sponsor to the following:

5.1

The Sponsor may use the letter of motivation and the photos submitted for publicity purposes in any existing or future media, without any time or geographical limitation or compensation of any nature;

5.2

In the event that they are declared winners, the Sponsor may proceed with audio/video recordings and take photos of the Team during the whole trip (the "**material**"). The Sponsor may use the material for daily broadcasting on the Internet and/or for publicity purposes in any existing or future media, without any time or geographical limitation or compensation of any nature;

5.3

In the event that they are declared winners, the Sponsor may use their daily travel diary notes and photos taken (the "**personal material**"). They authorize the Sponsor to use the personal material for broadcasting on the Internet in order to share their experience with Internet users and/or for publicity purposes in any existing or future media, without any time or geographical limitation or compensation of any nature;

5.4

They give the Sponsor the right to condense the content of the letter of motivation or travel diary notes, to extract a portion thereof or to modify them in any way as long as the content stays true to the entrant's opinion. They also give the Sponsor the right to modify, extract a portion thereof or to edit the material or personal material;

5.5

They acknowledge they have no right of approval on the Sponsor's editing of any video or photo;

5.6

They assign to the Sponsor all rights including copyrights they own or may own on the material or personal material and waive to the Sponsor all moral rights they withhold or may withhold on the material or personal material.

6.

Limits. Entrants must respect the following limit, otherwise they may be disqualified: one (1) entry per person for the entire Contest period regardless of the mode of entry as an entrant or Teammate.

PRIZES

7.

There are three (3) prizes to win. Each prize consists of a four (4) day trip for two (2) persons to Quebec Province, having an approximate retail value of US\$ 3,200. Each trip includes:

7.1

Round trip airfare in economy class (from a US international airport located near the winners residence to Montreal);

7.2

Three nights accommodation in double occupancy ;

7.3

Rental of an economy vehicle for 3 days, (insurances and gas included);

7.4

Four days of organized activities with professionals;

7.5

An amount of US\$650 for the meals;

7.6

The use of a laptop and a digital camera;

7.7

A cameraman to accompany you during the whole trip.

8.

The following conditions apply to the trip:

8.1

The Team selected by the jury in compliance with section 11 must be available between June 24, 2009 and October 10, 2009, under penalty of cancellation. The exact date of departure will be determined by the Sponsor, in their sole discretion;

8.2

The winner must be accompanied by the Teammate indicated on the Entry form otherwise the Team will be disqualified;

8.3

Unless explicitly included in the prize description above, all costs, charges or expenses, including without limitation ground transportation between the airport and the winner's place of residence, insurances and taxes other than those included, alcoholic beverages and gratuities exceeding the sum of approximately US\$ 650 as provided in these Contest rules, expenses of a personal nature and other travel documents are the sole responsibility of the winner and his Teammate;

8.4

The winner and his Teammate must have the right to stay in Canada and Quebec as tourists otherwise they will be automatically disqualified;

8.5

The winner and his Teammate must travel together throughout the trip and their departure and arrival must be from the same airport;

8.6

Choice of hotels, restaurants, computer, camera, number and type of activities are at the Sponsor's entire discretion. Activities may be modified without prior notice;

8.7

During the trip, the Team must follow the instructions given by the Sponsor regarding the daily schedule and trips;

8.8

Some summer activities may require, for safety purposes, good physical condition and a minimum level of ability. Accordingly, the winner and his Teammate agree to respect any decision or instruction taken or given by guides or persons in charge of the activities. To be declared a winner, the selected person for a prize and his Teammate agree to sign a statement to such effect in the Declaration and Release form (the "Declaration form") remitted by the Sponsor;

8.9

The following conditions apply to the vehicle rental:

- The winner or his Teammate must have a valid driver's license at the time they take possession of the vehicle otherwise they will be disqualified and the prize forfeited;
- The winner must take possession of the vehicle and return it during business hours to the rental agency designated by the Sponsor;
- All other fees and expenses other than those applicable to the vehicle rental including without limitation cost per additional kilometer or infraction fees, as the case may be, are at the winner's charge.

9.

Limit. There is a limit of one (1) prize per person and per household during the Contest period.

SELECTION OF WINNERS

DRAW

10.

At 10:00 a.m. ET on May 5, 2009, in Quebec City, at the Sponsor's office and assisted by witness, a random selection of 25 eligible entries will be held among all entries registered during the Contest period to select 25 finalist Teams.

JURY

11.

On May 12, 2009, a jury consisting of representatives of the Sponsor will evaluate the 25 finalist Teams to select three winning Teams according to the criterion mentioned in section 3.5.

12.

Odds of winning. The odds of a person being randomly selected and leading to the qualification of his Team as a finalist depend on the number of entries registered during the Contest period. The odds of a finalist Team being declared a winner are 3/25.

13.

To be declared a winner, any selected entrant and his Teammate must:

11.3

Be reached by phone by the Sponsor starting May 13, 2009 and no later than May 20, 2009;

12.3

Fill out and sign the Declaration form to the effect that they have complied with the Contest rules, which will be provided by the Sponsor by mail, e-mail or fax and return it within ten (10) days of its receipt;

13.3

Confirm the authorizations and assignments stated in section 5. A statement to such effect will be included in the Declaration form;

14.3

Upon request from the Sponsor, provide an identification card with photography to the Sponsor's satisfaction.

14.

Within two weeks following the receipt of the duly signed and completed Declaration forms, the Sponsor will communicate with the winners and their Teammate to make the appropriate arrangements for their trip.

15.

Failure to comply with any one of the conditions above or any other condition in these Contest rules, refusal of the prize or impossibility for an entrant or his Teammate to travel, for any reason whatsoever, will cause the selected entrant and his Teammate to be disqualified. In such case, the Sponsor will select a new Team by following the jury's results order. If a new Team is selected, the Sponsor may postpone the trip.

GENERAL CONDITIONS

16.

Verification. Entry forms and Declaration forms are subject to verification by the Sponsor. Any form which is, as the case may be, incomplete, illegible, manually or mechanically reproduced, mutilated, fraudulent, obtained from an unauthorized source, registered or

submitted late, not bearing the letter of motivation or the required photos or otherwise noncompliant shall be rejected and will not entitle to an entry or to win a prize.

17.

Disqualification. The Sponsor reserves the rights 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.

18.

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 Sponsor reserves the right to reject the entrant's entries and obtain legal or equitable relief under the applicable laws.

19.

Acceptance of prize. The prizes must be accepted as described in these Contest rules and may not be transferred to another person, replaced by another prize or exchanged in whole or in part for cash, except as provided in the section below. Winners will be responsible for the payment of all taxes related to their prize.

20.

Substitution of prize. In the event that the Sponsor cannot award a prize (or a portion thereof) as described in these Contest rules, the Sponsor reserves the right to replace a prize (or portion thereof) with one of the same kind and of equivalent value or, at its sole discretion, with the cash value of the prize (or portion thereof) as indicated in the Contest rules.

21.

Liability limit – use of prize. Each selected entrant and his Teammate release and hold harmless the Sponsor, its subsidiaries, affiliated companies, parent corporations, related trust fund, their advertising and promotional agencies, their employees, agents and representatives from and against any damage resulting from the acceptance or use of the prize.

22.

Liability – prize supplier. Any entrant selected for a prize acknowledges that upon awarding of the prize, the obligation to supply products and services related to the prize or portion thereof becomes the sole responsibility of the different suppliers of products and services related to it.

23.

Web site. The Sponsor does not warrant that access to or use of the Contest web site will be uninterrupted during the Contest period or error-free.

24.

Liability limit – conduct of the Contest. The Sponsor, its subsidiaries, affiliated companies, parent corporations, related trust fund, 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 Sponsor, its subsidiaries, affiliated companies, parent corporations, related trust fund, their advertising and promotional agencies, their employees, agents and representatives 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.

25.

Contest modification. The Sponsor reserves the right, at its sole discretion, to cancel, modify or suspend this Contest in whole or in part, or to terminate it, should human intervention or an event take place that could modify or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest rules.

26.

Termination of participation in the Contest. In the event that the computer system cannot register all the 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 of the Contest as provided in the Contest rules, the Sponsor will 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 terminating participation in the Contest.

27.

Prize limit. In no event shall the Sponsor 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.

28.

Liability limit – participation in the Contest. Persons who enter or try to enter this Contest release the Sponsor, its subsidiaries, affiliated companies, parent corporations, related trust fund, 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.

29.

Authorization. Each entrant and his Teammate authorize the Sponsor and its representatives to use, if required, their name, photo, likeness, place of residence, voice, letter of motivation

and statement regarding a prize (in the case of winners) for publicity purposes, without any form of compensation. For the entrants selected for a prize, this authorization also includes all other authorizations mentioned in these Contest rules.

30.

Communication with entrants. No communication or correspondence related to this Contest shall be exchanged with entrants or their Teammate except as provided for in the present Contest rules or at the Sponsor's initiative.

31.

Personal information. Entrants and their Teammate's personal information collected for the purposes of the Contest will be used only to administer the Contest. No commercial or other communications unrelated to the Contest will be sent to entrants and their Teammate, unless they have otherwise agreed to receive such communications.

32.

Property. Entry forms and Declaration forms are the sole property of the Sponsor and shall not in any case be returned to entrants or Teammates.

33.

Entrant identification. For the purposes of these Contest rules, the entrant is the person whose personal information appears on the Entry form beneath the "You" section and the Teammate is the one who appears in the "Your Teammate" section. It is to the entrant to whom the prize will be awarded if he is selected and declared a winner.

34.

Sponsor's decision. Any decision by the Sponsor or its representatives regarding this Contest is final and without appeal, including the jury's decisions. In case of litigation regarding the Contest, the parties will try to reach a settlement. Failure to do so will cause the litigation to be settled exclusively by Quebec laws and to be tried only before the courts of Quebec, **in Montreal, Quebec.**

35.

Section 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.

36.

Winners List. For a list of winners of prizes, send a self-addressed stamped envelope to be received no later than 30 days following the designation of winners to Cossette Communication Marketing, 2100 Drummond Street, Montreal (Quebec), Canada H3G 1X3, c/o FJORD.

37.

Sponsor. Ministère du Tourisme du Québec, 1255 Peel Street, Suite 400, Montreal, (Quebec), Canada H3B 4V4.