

RULES OF PARTICIPATION

“Find the QR Code Contest!”

1. This contest is available only through the Internet and participants **must be 18 or over to be admissible**. Each participant is limited to one vote a day. The prize is non-transferable, nor exchangeable and has no money value. No time limit extension will be granted. The contest rules are available at our office or on our Web site: www.festivalmondialbiere.qc.ca.
2. Participants must download the Mondial de la bière’s application on their iPhone which is available at Apple Store. Then, they will need to find the QR code on our Web site (2 dimension bar-code) and take a picture with their iPhone. The iPhone application’s program will automatically redirect participants to a micro Web site where they must write their first and last name, email address and answer the skill-testing question. Once completed, the application’s program will send an e-mail confirmation.
3. Time limit to participate in the contest: **June 1st, 2010 at 12:00 p.m.**
4. A drawing will determine the winners who will have answered the skill-testing question correctly.
 - 4.1 Participants have a chance to win a grand prize of 6 on-site V.I.P. passes for the Mondial de la bière, each including: 1 tasting glass, 10 tasting tokens, 1 tasting guide, 1 Quebec Beer Trek Map, 7th edition. A total value of \$440
5. The Drawing will take place in the offices of Mirego, located at 650, Graham-Bell street, office 220, Quebec (Quebec) G1N 4H5, **on June 1st 2010 at 1:00 p.m.**
6. The Mondial de la bière will post the contest winner’s name on its Web site on **June 1st, 2010 before 5:00 p.m.** and will also announce the winner’s name at the festival’s opening on **June 2nd, 2010 at 12:00 p.m.** In addition, the Mondial de la bière will also take responsibility of contacting the winner by phone and/or e-mail.
7. The prize will be handed to the winner, on the festival’s site (1160, avenue des Canadiens-de-Montréal), between June 2nd and 6th, 2010.
8. No jury is required for this contest.
9. A person for whom a publicity contest is carried on, his employee, representative or agent, a member of the jury and the persons with whom they are domiciled may not enter this contest.

10. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

11. Participants must submit to this skill-testing question to be eligible:
(10 + 7 = 17)