

PEILCC Splash in to Summer!
Official Contest Rules and Regulations

1. No purchase necessary.
2. The Contest start date is Thursday, June 25, 2009 at 12:00:01 a.m. Contest closes at 12:00 midnight (Atlantic Time), on, Saturday, August 15, 2009 (the "Contest Closing Date"). Winning tickets can be redeemed until December 31, 2009.
3. To enter, visit any participating PEILCC location as listed on www.peilcc.ca and make any purchase to receive your official *Splash in to Summer!* Instant win scratch card.
 - a. Scratch the area to reveal if you have won a prize
 - b. If your ticket reveals the message "Congratulations you have won" present the ticket for redemption on your next visit to any PEILCC retail outlet.
 - c. To obtain a Splash in to Summer scratch card without purchase or obligation ("No-Purchase Entry") submit a hand drawn facsimile of a PEILCC logo along with your name, age, mailing address, phone number, e-mail address to a cashier at any Participating Location. Facsimile of a PEILCC logo for a No-Purchase Entry cannot be mechanically reproduced. There is a limit of one no-purchase card per person per day and a unique hand drawn facsimile of a PEILCC logo must accompany each request. No-Purchase Entries must be requested prior to the Contest Close Date.
4. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. Contest void where prohibited or restricted by law.
5. Customers are eligible to receive one (1) Splash in to Summer scratch and win ticket with every purchase at a participating PEILCC retail outlet. If the customer purchases one or more of the specially identified Splash in to Summer items (as listed below) they will receive two (2) extra tickets for a total of three (3) tickets. Customer can only receive a maximum of three (3) tickets per transaction.

Captain Morgan rum white 750ml	Moose light lime 12 pack	Smirnoff Ice 12 pack
Russian Prince vodka 750ml	Barefoot wines 750ml (Pinot grigio or Cabernet sauvignon)	
6. All entries become the property of PEILCC. The Sponsors take no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, or for typographical or other production errors.
7. A total of 850,000 Splash in to Summer scratch and win tickets have been produced for this contest.
8. The breakdown of winning tickets and odds of winning at the Contest outset are as follows:

\$20 PEILCC Gift card	500	1:1700
\$5 off Captain Morgan rum white 750ml	1,200	1:708
\$5 off Smirnoff Ice 12 pack	800	1:1063
\$5 off Russian Prince vodka 750ml	1,200	1:708
\$5 off when you buy 2 Barefoot wines 750 ml	400	1:2125
\$5 off any Moosehead/Alpine 12 pack	2400	1:354

NOTE: The odds of winning and the total number of prizes available to be won will change throughout the Contest as tickets are distributed and prizes are claimed.
9. Tickets will be available at PEILCC retail outlets through August 15, 2009 or until supplies last, which ever occurs first.
10. Prizes must be accepted as rewarded and they are not redeemable for cash.
11. Liability for illegible, irregular or blank Splash in to Summer tickets is limited to replacement of the ticket while supplies last. If this should occur return the illegible, irregular or blank ticket to any PEILCC retail outlet and it will be replaced while supplies last.
12. Any Splash in to Summer scratch and win tickets obtained through unauthorized sources or which are incomplete, altered, mutilated, forged, reproduced, counterfeited or irregular in any way are automatically void. No copies, duplications or reproductions of any type are eligible for the contest. PEILCC and participating sponsors are not responsible for lost tickets. Entries are subject to verification and may be declared invalid if they are altered or tampered with in any way.
13. All decisions of the Sponsors or the independent judging organization are final and binding.
14. Winners must complete all required information on the back of the Splash in to Summer ticket to claim his/her prize. A skill-testing question must be answered correctly in order to be qualified as a prize winner.
15. The Contest is open to all residents of Canada and the U.S.A. who have reached the age of majority in Prince Edward Island and who personally attend at one of the participating PEILCC locations. All winning tickets may be redeemed only at participating PEILCC locations. The Contest is not open to employees of PEILCC or participating sponsors, advertising agencies, contractors and members of their respective families with whom they are domiciled.
16. The sponsors reserve the right, in their sole discretion, to publish any winner's name, address, photograph, likeness, voice or statements without further compensation to the winner. By accepting a prize in the Contest, the winner consents to the use of his or her name, address and/or likeness, without further compensation, worldwide and in perpetuity, in any and all forms of media, now known or hereafter devised, including the internet, in any publicity or advertising carried out by the Sponsors, unless prohibited by law.
17. The Sponsors reserve the right in their sole discretion to withdraw, terminate or modify all or any part of this Contest, if for any reason the Contest is not capable of running as planned, including technical failure or corruption, computer virus, tampering, unauthorized intervention, fraud, error, legal proceedings and/or any risk thereof, or any cause beyond the control of the Sponsors which, in the opinion of the Sponsors, affects the administration, security, fairness, integrity or proper conduct of this Contest.
18. BY PARTICIPATING IN THIS CONTEST, ALL ENTRANTS AGREE TO ABIDE BY THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSORS, WHICH SHALL BE FINAL AND BINDING IN ALL MATTERS RELATING TO THIS CONTEST.
19. **General Release:** By entering the Contest, contestants release PEILCC and its directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Contest or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).
20. PEILCC does not at any time sell or distribute customer lists. PEILCC is subject to the Freedom of Information and Protection of Privacy Act. By entering this Contest, you consent to the Sponsors, their promotional agencies and the contest administrator storing and using the personal information submitted through your entry for the purpose of administering the Contest in accordance with these Contest rules and the Sponsors' privacy policies located at www.peilcc.ca.