**HOW TO ENTER:**

One (1) Prize to be awarded Nationally. Limit one entry per eligible transaction purchase as defined below under Eligible transaction purchase and limit of one no purchase entry per day. To enter visit Shoppersdrugmart.ca/esso or Pharmaprix.ca/esso between March 5, 2011 09:00 a.m. EST to March 27, 2011 11:59:59 p.m. EST and enter your name, Esso gift card number, and valid e-mail address. For no purchase necessary please see No Purchase necessary terms and conditions below.

**ELIGIBLE TRANSACTION PURCHASE.** Every time you make a qualifying purchase of $75 or more at participating Shoppers Drug Mart®, or Pharmaprix® store (each store a licensed operator of Shoppers Drug Mart Inc. or its affiliates, collectively “Shoppers Drug Mart/Pharmaprix”) between March 5 and 6, 2011, you will be given an Esso Gift Card (value of $20 CAD) that will be eligible to be entered into a draw for the “FREE Gas for a Year Contest” (retail value of $2080 CAD).

**NO PURCHASE NECESSARY.** To enter the contest without making a purchase, please hand-write a 50-word essay about why you like shopping at Shoppers Drug Mart/Pharmaprix. You may enter one no purchase entry per day during the contest period (March 5, 2011 09:00:00 a.m. EST to March 27, 2011 11:59:59 p.m. EST). Each essay must be an original and cannot be mechanically reproduced. Include this essay along with your name, address, postal code, and phone number and mail it to: Shoppers/Pharmaprix Esso FREE Gas for a Year Contest c/o Shoppers Drug Mart, 243 Consumers Road, Toronto, Ontario, M2J 4W8. All essay entries must be postmarked by Sunday, March 27, 2011 and received at the Toronto office of Shoppers Drug Mart by no later than Friday, April 1, 2011.

**PRIZE DETAILS:**

There is one (1) prize available to be won among all participating Shoppers Drug Mart and Pharmaprix stores. Prize consists of: One (1) Esso Gift card that will be loaded with $2,080. Contest Sponsors and Prize Suppliers reserve the right to substitute the prize with another prize of equal or greater approximate value. Approximate retail value is $2,080 CAD per prize. Contest Sponsors and Prize Suppliers are not responsible for any loss or fraud of the Esso Gift Card during the term of redemption for any reason beyond their control. In the event that the prize does not occur for any reason, this contest shall be null and void and the Contest Sponsors (including Shoppers Drug Mart/Pharmaprix and its affiliates and their respective licensees) and the Prize Suppliers shall have no obligation to provide the prizes outlined herein or any substitute thereof to the winners.

**CHANCES OF WINNING:**

The odds of winning depend on the total number of eligible entries submitted during the contest period.

**THE DRAWING:**

One (1) entry will be randomly selected from among all eligible entries received during the contest period. A random draw will be made at the Shoppers Drug Mart central office in Toronto on **Monday April 11, 2011 at approximately 10:00 am EST.** All entries become the property of Shoppers Drug Mart/Pharmaprix. A Shoppers Drug Mart/Pharmaprix representative will notify selected entrant by phone within seven (7) days of the draw date listed above. In order to win, the selected entrant must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question to be administered by phone at a mutually convenient time and then sign a standard declaration/release form confirming compliance with the contest rules and acceptance of the prize as awarded. The prize is non-transferable and cannot be redeemed for cash. If the selected entrant cannot be contacted within fourteen (14) days, or does not meet all of the contest conditions, they forfeit any rights to the prize, and another entrant will be randomly selected from the remaining eligible entries.

**GENERAL RULES:**

This contest is conducted by Shoppers Drug Mart/Pharmaprix and is open to Canadian residents who have reached the age of majority in their province or territory of residence. Employees of Shoppers Drug Mart/Pharmaprix, the Associate/Owners of Shoppers Drug Mart stores and the Associate/Owners of Pharmaprix stores (collectively “Contest Sponsors”), their affiliates, subsidiaries, advertising, promotional agencies, fulfillment house and members of their respective immediate families or those with whom they are domiciled are not permitted to enter the contest. All decisions of the judge(s) are final.

This contest is subject to all applicable federal, provincial and municipal laws. Void wherever prohibited by law.

Entries obtained through fraudulent means or through an abuse of the Esso® Gift Card Promotion or in any way tampered with, forged, mutilated, illegible, incomplete or mechanically reproduced essays may, at the sole discretion of Shoppers Drug Mart/Pharmaprix be disqualified.

All essays become the property of Shoppers Drug Mart/Pharmaprix, and shall not be returned. Shoppers Drug Mart/Pharmaprix not responsible for entries lost, late, misdirected, containing inaccurate information or delayed for any reason.

By entering the contest and/or accepting the prize, entrants consent to the use of their name, voice and/or photograph in any publicity or advertisement carried out by Shoppers Drug Mart/Pharmaprix or the Prize Suppliers and on the list of winners without further compensation. Winner will be required to sign and return a Declaration and Release within ten (10) days of its receipt or the
prize may be forfeited, and an alternate winner may be selected. **Prizes are non-transferable, not redeemable for cash and must be accepted as awarded.**

All winners by acceptance of a prize agree to release Shoppers Drug Mart/Pharmaprix, its licensed operators of Shoppers Drug Mart stores and Pharmaprix stores, their respective affiliates, franchisees, subsidiaries, advertising, promotional agencies, promotional partners, Prize Providers and fulfillment house (the “Releasees”) from any and all liability claims or actions of any kind whatsoever.

For the name of the winner, send a self-addressed, stamped envelope by May 1st 2011 to Shoppers/Pharmaprix “FREE Gas for a Year Contest” c/o Shoppers Drug Mart, 243 Consumers Road, Toronto, Ontario, M2J 4W8.

This contest closes at 11:59:59 p.m. EST on March 27, 2011.

Shoppers Drug Mart/Pharmaprix and its agents are not responsible for technical, computer, printing, distribution, or production errors and may terminate or withdraw any contest found to contain such errors without liability and without notice, at their sole discretion.

Quebec residents can submit any litigation regarding the conduct of this contest or of the awarding of a prize to the Régie des Alcools, des Courses et des Jeux du Quebec 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. This contest may be terminated at any time with the approval of the Régie des Alcools, des Courses et des Jeux du Quebec.

In the event of any discrepancies between the English language rules and the French language rules, the English rules shall prevail.

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1. Offer valid on the purchase total of eligible products after discounts and redemptions and before taxes. Excludes prescription purchases, products with codeine, tobacco products (where applicable), stamps, passport photos, lottery tickets, event tickets, transit tickets and passes, electronic gift cards, Life Experiences® packages and prepaid phone cards. One Esso gift card per transaction per customer. See cashier for details.

2. Offer valid on the purchase total of eligible products after discounts and redemptions and before taxes. Excludes all products offered or sold by a pharmacist in the course of the exercise of his/her profession, stamps, passport photos, lottery tickets, event tickets, transit tickets and passes, electronic gift cards, Life Experiences® packages and prepaid phone cards. One Esso Gift Card per transaction per customer. See cashier for details.