

**Shoppers Drug Mart/Pharmaprix “Pampers Win Diapers for a Year Contest” (“Contest”)
OFFICIAL CONTEST RULES**

HOW TO ENTER:

NO PURCHASE NECESSARY. There are two ways to enter this Contest, as described below. One Grand Prize of 2,336,033 Shoppers/Pharmaprix Optimum Bonus Points® to be awarded nationally at the end of the Contest Period. **All entrants are responsible for ensuring that their contact information is up-to-date and correct on their Shoppers Optimum Card® / Pharmaprix Optimum Card® account. Entrants must hold a valid Shoppers Optimum/Pharmaprix Optimum Card and meet all other eligibility requirements to enter.** If you do not have a Shoppers Optimum/Pharmaprix Optimum Card, visit any Shoppers Drug Mart/Pharmaprix store or visit www.shoppersdrugmart.ca/www.pharmaprix.ca for details on how to become a cardholder.

Participating Products:

To enter the Contest and qualify for a chance to win a Grand Prize, you may enter in two (2) ways:

(1) AUTOMATIC ENTRY: Every time you purchase any Pampers® brand products between July 14, 2012 and August 10, 2012 (the “Contest Period”), at any 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”) and present your valid Shoppers Optimum Card®/Pharmaprix Optimum Card®, your name will be automatically entered into the Contest for a chance to win a Grand Prize.

(2) NO PURCHASE ENTRY: To enter the Contest without making a purchase, please write a 50-word essay about “Why I love Pampers® products”. You may enter a maximum of one (1) no-purchase entry per day. Each essay must be an original and written by the entrant submitting the essay, and cannot be mechanically reproduced. Limit of one essay per envelope with sufficient postage. Include the essay along with your name, Shoppers Optimum Card® / Pharmaprix Optimum Card® number, address, postal code, and phone number and mail it to: **Shoppers Optimum/Pharmaprix Optimum “Win Pampers for a Year Contest” c/o Shoppers Drug Mart, 243 Consumers Road, Toronto, Ontario, M2J 4W8.** All essay entries must be postmarked by August 10, 2012, and be received by Shoppers Drug Mart/Pharmaprix at the aforesaid address no later than five (5) days after the closing date to be eligible for entry into the draw at the end of the Contest period.

GRAND PRIZE DETAILS:

The Grand Prize consists of one (1) year supply of diapers for one child to be paid in **2,336,033 Shoppers/Pharmaprix Optimum Bonus Points®**. **The estimate assumes ten (10) diapers per day at \$0.80 a diaper.** Retail value of the Grand Prize is **\$2,920**. No substitutions or cash redemptions allowed. **Grand Prize is non-transferable, may not be substituted or extended, may not be redeemed for cash or credit and must be accepted as awarded.** Contest Sponsors reserve the right to substitute the prize with another prize of equal or greater approximate value.

CHANCES OF WINNING:

The odds of winning depend on the total number of eligible entries received.

THE DRAW:

One (1) entry will be randomly selected at the end of the contest period from among all eligible entries received from all Shoppers Drug Mart/Pharmaprix stores and submitted by no-purchase entry method. No purchase entries will be date stamped and included in the draw if postmarked by August 10, 2012, and received no later than five (5) days after the closing date. The random draw will occur at the Shoppers Drug Mart central office in Toronto,

Ontario on **Friday August 24, 2012, (the "Draw Date") at approximately 2:00 PM EST.** All entries become the property of Shoppers Drug Mart/Pharmaprix. No responsibility is assumed by the Contest Group (as defined in this section) for any inability for a potential entrant to successfully enter any draw for any reason. A Shoppers Drug Mart/Pharmaprix representative will notify the selected entrant by phone at the number provided with the entry within seven (7) days of the Draw Date. In order to be eligible to claim a Grand Prize, 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 ("Declaration and Release") confirming compliance with the Contest Rules, and releases the Contest Group, and each of their respective shareholders, employees, parents, directors, officers, affiliates, subsidiaries, franchisees, representatives, agents, advertising and promotional agencies, successors, assigns and Contest Sponsors (collectively, the "Contest Group") from all liability with respect to the entrant's participation in this Contest and the awarding, use and/or misuse of the Grand Prize or for matters that inhibit, reduce or prevent enjoyment of the Grand Prize. Winners will be required to sign and return the Declaration and Release within ten (10) days of its receipt or the prize may be forfeited, and an alternate winner may be selected. If the selected entrant cannot be contacted within fourteen (14) days of the Draw Date, or does not meet all of the Contest conditions, the selected entrant shall forfeit any rights to the Grand Prize, and another entrant will be randomly selected from the remaining eligible entries and be subject to disqualification in the same manner. Each selected entrant may be required to show proof of identification as part of the verification process. In case of a dispute concerning the identity of the individual who submitted an entry, the entrant will be deemed to be the account holder of the Shoppers Optimum/Pharmaprix Optimum account under which the entry was submitted.

GENERAL RULES:

This Contest is conducted by Shoppers Drug Mart/Pharmaprix and is open to all Shoppers Optimum Members®/Pharmaprix Optimum Members® who are residents of Canada, age of majority or older in their province or territory of residence at time of entry. Employees of Shoppers Drug Mart/Pharmaprix, the Associate/Owners of Shoppers Drug Mart stores and the Associate/Owners of Pharmaprix stores, and Procter & Gamble Inc. (collectively "Contest Sponsors"), and each of 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 Contest Sponsors 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 Shoppers Optimum Program®/Pharmaprix Optimum Program® or in any way tampered with, forged, mutilated, illegible, incomplete or mechanically reproduced essays may, at the sole discretion of the Contest Sponsors be disqualified. All entries are subject to verification by Contest Sponsors and Contest Sponsors reserve the right to cancel and revoke any entries if they are found to be improper or if the entrant is subsequently found to be ineligible pursuant to the Contest Rules.

All essays become the property of the Contest Sponsors and shall not be returned. The Contest Group is not responsible for entries lost, late, misdirected, containing inaccurate information or delayed for any reason. Mailed in, no-purchase entry must bear sufficient postage, which is the sole responsibility of the entrant. Proof of sending an entry or purchasing a participating product is not proof of receipt by Shoppers Drug Mart/Pharmaprix.

By entering the Contest and/or accepting the Grand Prize, entrants consent to the use of their name, voice and/or photograph in any publicity or advertisement carried out by the Contest Sponsors and publication of same on the list of winners without further compensation.

PRIVACY / USE OF PERSONAL INFORMATION.

By participating in the Contest, entrant: (i) grants to the Contest Sponsors the right to use his/her name, mailing address, telephone number, and Shoppers Optimum/Pharmaprix Optimum account number ("Personal Information") for the purpose of administering the Contest, including but not limited to contacting and announcing

the Winners; (ii) grants to the Contest Sponsors the right to use his/her Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (iii) acknowledges that the Contest Sponsors may disclose his/her Personal Information to third-party agents and service providers of any of the Contest Sponsors in connection with any of the activities listed in (i) and (ii) above.

The Contest Sponsors will use the entrant's Personal Information only for identified purposes, and protect the entrant's Personal Information in a manner that is consistent with the Shoppers Drug Mart Privacy Policy at www.shoppersdrugmart.ca.

The Contest Group shall not be liable to the confirmed winner of the Grand Prize for any guarantee, warranty, condition or representation, express or implied, relating to the Grand Prize, including without limitation, its quality, condition or fitness for a particular purpose. Entrants and/or winners assume liability for, and release and hold harmless the Contest Group from injuries caused or claimed to be caused by participating in the Contest, by the acceptance, possession, use or misuse of any prize awarded, including but not limited to claims/damages for personal injury, property damage or death.

For the names of the winners, send a self-addressed, stamped envelope by November 2, 2012, to **Shoppers Optimum/Pharmaprix Optimum "Win Pampers for a Year Contest" c/o Shoppers Drug Mart, 243 Consumers Road, Toronto, Ontario, M2J 4W8.**

The Contest Group and its agents are not responsible for typographical or other errors in the offer or administration of this Contest, including, but not limited to, errors in advertising, the Contest Rules, the selection and announcement of winners, distribution of the prizes or technical malfunctions of telephone network lines, computer online systems or providers, software and hardware configurations, or failure of any entry to be received by Shoppers Drug Mart/Pharmaprix for any reason.

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.

Subject to the approval of the Régie with respect to the province of Quebec, the Contest Sponsors may, at their sole discretion and without liability, terminate the Contest in whole or in part, without notice, or modify or suspend the Contest at any time, if fraud, technical failures, including any network server or hardware failure, viruses, bugs, errors in programming, or communications or other errors or other causes beyond the control of the Contest Sponsors corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Contest Rules. In no event will the number of prizes awarded exceed the available number of prizes as specified in these Contest Rules.

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

Contest Sponsors: Shoppers Drug Mart Inc., Pharmaprix Inc. and Procter and Gamble Inc.

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