

Contest Rules

“Céline in Dior x Reitmans” contest

For the exhibition *Céline in Dior: A Dazzling Moment*

May 13 to September 7, 2026

1. CONTEST PERIOD

The *Céline in Dior x Reitmans* contest is organized by the McCord Stewart Museum and takes place in Montreal, Quebec, Canada, from Wednesday, May 13, to September 7, 2026, at 11:59 p.m.

2. ADMINISTRATOR

The contest is organized by the **McCord Stewart Museum**, located at 690 Sherbrooke Street West, Montreal, Quebec, H3A 1E9 (hereinafter “the Administrator”) in collaboration with **RCL - Reitmans Canada Ltd/Ltée**, located at 250 Sauvé Street West, Montreal, Quebec, H3L 1Z2 (hereinafter “the Partner”).

3. ELIGIBILITY

The contest is open to any individual who:

- a. resides in Canada;
- b. has reached the age of majority at the time of entry (18+);
- c. has provided accurate personal information enabling the Administrator and its partners to contact them within a reasonable timeframe for prize attribution. The winner will be contacted by email.

Employees of the McCord Stewart Museum and of the contest partners, as well as their immediate family members (parents, siblings, children), legal or de facto spouse, and all persons with whom they are domiciled, are excluded from participation.

4. HOW TO ENTER

4.1 No purchase is required to participate.

4.2 Participants must fill out the online registration form (contest page) and submit the requested information.

4.3 One (1) entry per person will be accepted during the contest period.

4.4 Any information or content submitted as part of the contest will remain the property of the participant. However, the participant grants the Administrator and the Partner a royalty-free, perpetual, worldwide licence to use, reproduce and publish their name and any submitted content for purposes related to the administration and promotion of the contest, as well as the promotion of future editions, including on the Administrator's website, digital platforms and social media channels.

4.5 Although online access and an email account are required to enter the contest, no purchase is necessary to participate. Many public libraries, retail businesses and other establishments provide free public access to computers, and certain Internet service providers and other companies offer free email accounts.

5. ENTRY CONDITIONS

5.1 Participants must provide truthful and accurate information. Any entry containing false, incomplete or misleading information may be disqualified.

5.2 Any content submitted, where applicable, must not infringe upon the rights of third parties and must not be illegal, defamatory, offensive or otherwise inappropriate. Participants are responsible for obtaining any necessary authorizations, where applicable.

6. PRIZES

6.1 Grand prize (approximate total value: CAD \$5,275)

- Reitmans gift card (value: \$1,000)
- Air Canada flight gift card (value: \$2,400)
- Prepaid Visa card for accommodations (value: \$1,400)
- Gift card for dinner for two at Madame Brasserie, located in the Eiffel Tower (approximate value: \$420)
- Tickets for a visit to La Galerie Dior (approximate value: \$55)

** Travel details (including, without limitation, travel dates, transportation, accommodations, required documentation, insurance, applicable taxes and any restrictions) will be provided to the winner at the time the prize is attributed and are also set out in Section 6.2 below. In the event of any discrepancy, the specific conditions set out in Section 6.2 will prevail.*

The terms and restrictions applicable to the trip are detailed in Section 6.2 below.

6.2 Specific conditions – Trip to Paris

6.2.1 Subject to these rules, only the travel components expressly described in Section 6.1 and/or in the detailed description of the Grand Prize are included in the prize. Any expenses not expressly included will be the sole responsibility of the winner, including, without limitation: meals and beverages (unless otherwise specified), local transportation (including transfers), additional baggage, gratuities, personal expenses, communication fees (e.g. Internet access), costs associated with obtaining travel documents, insurance, and any applicable fees, taxes or surcharges.

6.2.2 Travel arrangements (including, without limitation, flights, accommodations and any included activities) will be made by the winner, subject to supplier availability and restrictions. Within the timeframe specified by the Administrator, the winner must provide all information required to obtain the gift cards (names as shown on passports, dates of birth, contact information, etc.).

6.2.3 Travel dates are subject to supplier availability and operational constraints. Once reservations have been confirmed, any changes requested by the winner (including, without limitation, changes to dates, names, itinerary or category) will be at the winner's sole expense.

6.2.4 The winner (and their travel companion, if applicable) is responsible for obtaining, at their own expense, all documents required for travel (including, without limitation, a valid passport, visas or entry authorizations, and any documentation required by authorities). Failure to meet these requirements may result in forfeiture of the prize without compensation.

6.2.5 Any insurance (including, without limitation, travel, medical, cancellation and baggage insurance), if desired or required, will be at the winner's expense. The winner and their travel companion must be fit and able to travel and participate in the included activities.

6.2.6 A valid credit card may be required by the accommodations provider at check-in to cover incidental charges. Any incidental charges and personal expenses incurred during the stay (including, without limitation, minibar charges, phone calls, movies, services, damages, etc.) will be the sole responsibility of the winner.

6.2.8 The winner and their travel companion must comply with all applicable rules and requirements of the suppliers (including carriers, hotels and activity providers), failing which they may be denied access to all or part of the trip without compensation.

6.2.8.1 Gift cards are subject to the issuers' terms and conditions, are non-refundable, non-transferable and not redeemable for cash, except where required by law. If the actual cost of the trip exceeds the value of the prize components, the difference will be the responsibility of the winner. The trip must be completed before September 10, 2028, subject to supplier terms and conditions.

6.2.8.2 In the event of refusal of entry into a country or denial of boarding, the prize will be deemed forfeited without compensation.

7. SELECTION

During the week of September 8, 2026, at the Administrator's offices in Montreal, one (1) winner will be selected by random draw from among all eligible entries received during the contest period.

8. ODDS OF WINNING

Odds of winning depend on the number of eligible entries received during the contest period.

9. PRIZE ATTRIBUTION

To be declared a winner, the selected participant must meet all eligibility criteria and comply with the contest rules. The winner will be contacted by the Administrator or its representatives by email within four (4) business days following selection. The winner will have to follow the instructions for claiming the prize provided by the Administrator by the given deadline, or they could be disqualified and a new winner drawn.

10. GENERAL CONDITIONS

10.1 Verification of entries:

The validity of any entry is subject to verification by the Administrator. Any entry that is illegible, incomplete, or made in a fraudulent manner will be disqualified. Any participant or person attempting to enter by a means that is contrary to these official contest rules or who otherwise disrupts the operation of this contest or whose entry is likely to be unfair to other potential participants will be disqualified. Any decision of the Administrator or its representatives, including in particular any question of eligibility or disqualification of any registration and participation, is final and without appeal. Entries become the property of the Administrator and none of them will be returned.

10.2 Acceptance of prizes:

Prizes must be accepted as described in these rules and may not be returned, transferred to another person or substituted for another prize, or exchanged in whole or in part for cash, except as provided in Section 10.3.

10.3 Substitution of prizes:

The administrator reserves the right, at its sole and absolute discretion, and for any reason whatsoever, to replace a prize or part of it with a prize of equivalent or greater value, including in particular the cash value of the prize.

In the event that the trip, in whole or in part, cannot be provided as described, including in the case of cancellation, postponement, closure, strike, weather conditions, government decisions, act of God or other reasons beyond the reasonable control of the Administrator and/or the Partner, the Administrator reserves the right, at its sole discretion, to modify the trip, replace any part of the prize with one of equivalent or greater value, or cancel the attribution of the trip, subject to applicable laws.

10.4 Number of prizes/winners:

By participating in this contest, each participant acknowledges that the Administrator will not be required, under any circumstances, to award more prizes than the number of prizes available, as set out in the official contest rules. If, for any reason whatsoever (including in particular due to a mechanical, electronic, human or other error, a malfunction or defect in the design, promotion, management, implementation or administration of the contest), the number of winners declared or the number of prizes claimed by the participants exceeds the number of prizes available, the Administrator reserves the right, at its sole and absolute discretion, to end the contest partially or completely, without notice, subject only to the prior approval of the Régie des alcools, des courses et des jeux du Québec, if required, in the province of Quebec, and to award the appropriate number of prizes from the appropriate number of winners, selected in accordance with the contest rules from among eligible entries validly submitted before the end of the contest.

10.5 Other changes to the contest:

Without limiting the scope of Section 9.4 above, the Administrator reserves the right, at its sole and absolute discretion, to modify, cancel, terminate or suspend the contest in

whole or in part, for any cause or circumstance, including in particular if an event beyond its control corrupts or affects the administration, security, impartiality or the normal operation of the contest, such as a virus, a computer bug or a unauthorized human intervention, subject to the approval of the Régie des alcools, des courses et des jeux du Québec in the province of Quebec.

10.6 Release and exclusion of liability:

By the participant. By entering or attempting to participate in this contest, each participant and/or purported participant agrees: (i) to release, discharge and hold harmless, forever, the group associated with the contest and its shareholders from any and all claims, actions, damages, demand, cause of action, suit, debt, duty, account, bond, warranty, compensation, contract or liability of any kind arising out of or in connection with the participation in the contest or the attempt to participate in the contest by the participant, the compliance or non-compliance with these contest rules or the acceptance and use of the prize; and (ii) if selected as a winner, to sign the declaration and waiver form(s) (see Section 9.1) in this regard, prior to receiving the prize. The contest group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the contest website, if applicable, during the contest period, or for any technical malfunction or other problems with, any telephone network or lines, computer online systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this contest is a violation of criminal and civil laws and, should such an attempt occur, the Administrator reserves the right to seek remedies or damages to the fullest extent permitted by law, including through criminal prosecution.

10.7 Name/image of winners:

By entering the contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use their name, photograph, image, statements regarding the contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

10.8 Personal data:

Personal information collected is used for contest administration, promotion, and to inform participants of results, in accordance with the contest rules and the [McCord Stewart Museum Privacy Policy](#), unless participants consent to other uses at registration.

As part of the entry form: (i) participants must subscribe to the McCord Stewart Museum newsletter; (ii) participants must consent to receive emails from Reitmans; (iii) the winner's contact details may be shared with Reitmans for the purposes of attributing the prize.

10.9 Dispute – Quebec residents:

Any dispute respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for resolution. Disputes about the attribution of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

10.10 Personal information:

Unless the participant has otherwise authorized the Administrator or another entity related to the contest to contact them, the personal information gathered about participants in connection with this contest will be used solely for the administration of the contest.

10.11 Identity of the participant:

For the purposes of these rules, the participant is the person who owns the email account that appears on the entry form. It is to this person that the prize will be awarded if they are selected and declared the winner.