

Rules of "I Cube Ipad[®]" competition

Article 1: Organising company

LA POSTE-S.A., with a capital of 1,000,000,000 €, registered with the PARIS trade registry, under the n° 356.000.000, headquarters located at 44 boulevard de Vaugirard in PARIS (75757 Paris cedex 15) is organising a free competition with no obligation to purchase to be held between the 15th June and the 15th September 2010 (see "The game" below) according to the terms set out within these rules, and available on www.lescubes.com or www.facebook.com

Article 2: Conditions for participation

2.1 This game is open to members, who may be any person over the age of 18 resident in mainland France, wishing to subscribe free of charge on the website www.lescubes.com or www.facebook.com

The company reserves the right to perform all the necessary checks concerning the identity, postal and/or electronic address of all participants.

2.2 All employees of the Company and its partners, including their family members and spouses (whether by marriage, P.A.C.S. or cohabitation, recognised or not within the law) are excluded from participating in this competition and from benefiting from any winnings, whether directly or indirectly.

2.3 All persons who have not justified their full identity and personal details or who have provided them in an inaccurate or dishonest manner will be disqualified, as will all persons refusing the gathering, recording of nominative information concerning them, or use strictly necessary thereof for management of the competition.

2.4 Participation in the game implies full and unconditional acceptance of these rules by all participants.

Failure to respect the aforementioned rules will automatically lead to the cancellation of participation in the competition and any attribution of winnings thereof.

Article 3: Conditions for participation

The "Direct Marketing, e-business and Mail-Order Sales Cubes awards" is designed to reward, in the form of prizes, advertisers and advertising or communication agencies, by nominating the best advertising or Relational Marketing campaigns developed by them between June 2009 and June 2010.

The agencies and advertisers invited to present their best advertising or relational marketing campaigns at the Les Cubes awards for Mail Order Sales are also invited to participate in a photography competition.

Web users hereby agree not to send photos for which they do not hold the rights, or any photos which may shock, offend, or which have defamatory or racist content or which may be contrary to current legislation in France

Agencies and advertisers will receive an email at the end of June inviting them to participate in the Cubes Awards, enclosed with this mailing will be 4 sets of stickers bearing the Cubes logo. The participants are invited to affix these stickers in unusual or

surprising ways, then to take a photo of them and post them on the Cubes Facebook group site.

Participants can also download the stickers from the website: www.lescubes.com.

Web users who connect to the Cubes Facebook group will be able to vote for their favourite photo among all the photos posted, the photo which receives the largest number of "I like it" votes will be nominated as the winner. The person who took this photo will receive an Ipad[®].

The company reserves the right to proceed with all the necessary checks to ensure that this article is applied correctly.

The company will not be held responsible in the event of poor reception or non-reception of applications by email, regardless of the reason for this.

Article 4: Winner selection

The person who took the photo which wins the most "I like it" votes on the Cubes Facebook group site will be declared the winner.

A single prize will be awarded to each winner (same name, same address).

The winner will be declared after their eligibility to receive the prize has been verified.

The designated participant will be contacted by email by the Organiser. If the participant does not come forward during the month following the date the email is sent, they will be considered as having renounced their prize and the prize will remain the property of the Organiser.

By accepting their prize, the winner authorises the Organiser to use their surname, first name, as well as their town or city of residence and their department of residence in any promotional advertising campaign, on the Organiser's website and on any other affiliated site or media, this use will not grant the winner the right to any remuneration other than the prize won.

The winner must comply with the rules. If the winner is found not to have met the criteria set out within these rules, their prize will not be awarded. Participants must authorise all the verifications concerning their identity, their age, their postal address or the honesty and sincerity of their participation. To this effect, the Organiser reserves the right to request a copy of the winner's identity card before sending them their prize. Any false declaration, or indication of identity or false address will lead to the immediate elimination of the participant and where necessary, the reimbursement of any prizes already sent.

Article 5: Prizes

The competition prizes are as follows:

1 Ipad[®] Wi-Fi + 3G to be won, worth 599 €TTC

Article 6: Dispatch of prizes

The Organiser will not be held responsible for any dispatch of prizes to an incorrect address arising from negligence on the part of the winner. If any prizes were unable to be delivered to the addressee for any reason, independently of the Organiser's efforts

(the winner changed their address without updating it, etc...), these prizes will then permanently remain the property of the Organiser.

The prizes are not interchangeable for any other objects, nor will any monetary exchange be undertaken and no reimbursement, whether partial or total will be considered. Participants are informed that any sale or exchange of prizes is strictly prohibited.

Article 7: Competition without obligation to purchase

All reimbursement of connection charges incurred for participation in the Competition will be made up to a limit of 3 minutes of connection, based on the cost of a France Telecom local call at the rate charged at the time of writing of these rules (0.16€ per minute).

Participants who do not pay connection charges according to the length of their calls (subscribers to an "unlimited" subscription package, or users of cable broadband...) will not be eligible for a reimbursement.

This reimbursement will be made upon written request to the organising company.

Participants must legibly mark their surname, first name, full address, and enclose with their request a R.I.B (banking details slip) as well as a photocopy of their bills as justification, with the dates and times of connection clearly underlined.

The reimbursement of the cost of requesting a reimbursement will be made on the basis of a simple letter under 20 grams posted 2nd class.

Article 8: Lodging of rules

These rules are lodged via depotjeux.com with CASTANIE and TALBOT SCP, Bailiffs, 11 Bd Saint Jean BP 624 60006 BEAUVAIS Cedex.

The rules can be consulted throughout the duration of the competition at the following address: <http://www.depotjeux.com>

The rules are available free of charge to any persons who request them from the Competition organiser.

The cost of the postage for the written request for the rules will be reimbursed at the 2nd class postage rate upon request.

Article 9: Personal Data

All competition participants and players are reminded that they must provide certain personal information about themselves (name, address...). This information is recorded and saved in electronic form and is necessary in order to register their participation, to determine the winners and attribute and dispatch the prizes. This information is sent to the Organiser, and may be sent to their technical partners and to the partner responsible for dispatching the prizes.

All players participating in the Competition may also subscribe to an emailed newsletter from the Organiser. The data thus obtained may be used within the legal framework.

In application of law n° 78-17 of the 6th January 1978 relating to computer files and individual liberties, players have the right to access, rectify and/or delete any data concerning them. To exert these rights, players should send a written request to the organising company.

Article 10: Disputes

These rules are subject to French law.

To be considered, any appeals relating to the Competition should be made via written request to the organising company.

And at the latest ninety (90) days after the last date for participating in the competition as indicated in these rules has elapsed.

In the event of ongoing disagreement regarding the application or interpretation of these rules, and in the absence of an amicable agreement, all disputes will be put before the Paris tribunal, to whom exclusive competence is attributed.