

Official Rules for Canada Bread "Collector Card" Promotion (the "Contest")

1. **HOW TO COLLECT SIDNEY CROSBY COLLECTOR CARDS:** Every specially marked product contains one (1) Canada Bread Sidney Crosby Collector Card. There are nine (9) different Canada Bread Sidney Crosby Collector Cards available. Look inside specially marked product, while supplies last, to find which Canada Bread Sidney Crosby Collector Card you received. In addition there will be one hundred (100) Canada Bread "Golden Cards" randomly seeded amongst 26 million participating products. As Prizes are redeemed, the number of Prizes available will be reduced accordingly. The odds of finding a Canada Bread "Golden Card" are 1 in 260,000. If you find a Canada Bread "Golden Card" you are eligible to receive a Canada Bread "Signed Sidney Crosby Collector Card" subject to compliance with Rule 3 and 9. For directions on how to claim a "Signed Sidney Crosby Collector Card", proceed to Rule 7 below.
2. **CONTEST PERIODS:** The Contest commences at 00:00:00 (ET) on March 22, 2012 and will end at 18:00:00 (ET) on May 17, 2012 (the "**Contest Period**") or until supplies last whichever occurs first. **All eligible "Golden Card" prize claims must be received by 23:59:59 (ET) on June 30, 2012 (the "Contest Closing Date").**
3. **ELIGIBILITY:** To enter the Contest you must be a resident of Canada who has reached the age of majority in his/her province or territory of residence at the time of submitting a Golden Card prize claim. Employees, officers and directors (and immediate family members and members of the same household of such persons, including common law spouses) of Canada Bread Company, Limited (the "Sponsor"), Maple Leaf Foods Inc., their respective affiliates, agents, advertising or promotional agencies, suppliers of prizes and the independent contest organization are not eligible to enter the Contest.

The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsor reserves the right, in its sole discretion to disqualify any entrant, should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.
4. **PARTICIPATING PRODUCTS:** The following specially-marked participating products will each carry a Sidney Crosby Collector Card. Specially marked packages are available while supplies last. Product availability is subject to participating store listings.

Region	UPC	Full Description	Size
West	68721722342	Dempster's WholeGrains 12 Grain Bread	600 g
	68721712619	Dempster's WholeGrains Ancient Grains Bread	600 g
	68721722915	Dempster's WholeGrains Flax Bread	600 g

	68721712480	Dempster's WholeGrains Multigrain Bread	600 g
	68721712503	Dempster's WholeGrains Canadian Century Grains Bread	600 g
	68721022336	Dempster's Stays Fresh White Bread	570 g
	68721002512	Dempster's Original Bread 100% Whole Wheat	675 g
Atlantic	68721722342	Dempster's WholeGrains 12 Grain Bread	600 g
	68721712619	Dempster's WholeGrains Ancient Grains Bread	600 g
	68721722915	Dempster's WholeGrains Flax Bread	600 g
	68721712480	Dempster's WholeGrains Multigrain Bread	600 g
	68721702498	Dempster's WholeGrains Wheat & Oat Bread	600 g
	68721712503	Dempster's WholeGrains Canadian Century Grains Bread	600 g
	68721717140	Dempster's WholeGrains 100% Whole Wheat	600 g
	60347711007	Ben's Holsum Fresh Enriched White Bread	500 g
	60347722935	Ben's Xtra Soft White Sandwich Bread - Thick Sliced	600 g
	60347712943	Ben's Xtra Soft White Sandwich Bread - Thin Sliced	600 g
	60347711304	Ben's Smart White with Whole Grains Bread	500 g
	60347712004	Ben's Holsum Fresh 100% Whole Wheat Bread	500 g
	60347722980	Ben's Xtra Soft 100% Whole Wheat Sandwich Bread - Thick Sliced	600 g
	60347712950	Ben's Xtra Soft 100% Whole Wheat Sandwich Bread - Thin Sliced	600 g
	Quebec	61077540004	Pain 14 céréales Bon Matin
61077540141		Pain 6 céréales Bon Matin	500 g
61077540226		Pain multigrain Bon Matin	500 g
61077540103		Pain sans gras sans sucre ajoutés 60 % blé entier Bon Matin	400 g
61077540097		Pain sans gras sans sucre ajoutés multigrain Bon Matin	500 g
61077540127		Pain au lin Bon Matin	600 g
61077561009		Pain de blé concassé Bon Matin	500 g
61077568145		Pain grand blé Bon Matin	600 g
61077540707		Pain grains rustiques Bon Matin	600 g
61077540134		Pain grains d'antan Bon Matin	600 g
61077771200		Pain blanc enrichi Superclub Sandwich Ultra-Moelleux POM	675 g
61077771217		Pain à 100% blé entier Superclub Sandwich Ultra-Moelleux POM	675 g
61077772290		Pain blanc avec 16 grains entiers POM	650 g
61077751066		Pain 14 céréales Bon Matin Duo	520 g x 2
61077701566		Pain 6 céréales Bon Matin Duo	500 g x 2
61077772207		Pain blanc enrichi Superclub Sandwich Ultra-Moelleux POM Duo	675 g x 2
61077712296		Pain blanc avec 16 grains entiers POM Duo	650 g x 2
61077772214		Pain à 100% blé entier Superclub Sandwich Ultra-Moelleux POM Duo	675 g x 2
Ontario	68721722342	Dempster's WholeGrains 12 Grain Bread	600 g
	68721712619	Dempster's WholeGrains Ancient Grains Bread	600 g
	68721722915	Dempster's WholeGrains Flax Bread	600 g
	68721712480	Dempster's WholeGrains Multigrain Bread	600 g
	68721702498	Dempster's WholeGrains Wheat & Oat Bread	600 g
	68721712503	Dempster's WholeGrains Canadian Century Grains Bread	600 g
	68721002222	Dempster's Stays Fresh White Bread	675 g
	68721002512	Dempster's Original 100% Whole Wheat Bread	675 g

- 5. NO PURCHASE NECESSARY:** To request a randomly seeded Canada Bread Sidney Crosby Collector Card send a self-addressed stamped envelope, to: "Golden Card" Promotion, P.O. Box 302, Dept. 500, Oakville, ON L6J 5A2. Limit one no purchase request per household address during the Contest Period. No Purchase Canada Bread Sidney Crosby Collector Cards are available while supplies last. Request must bear sufficient prepaid postage. Requests must be received on or before April 30, 2012 to allow for sufficient processing time.
- 6. PRIZES:** There will be a total of one hundred (100) Canada Bread "Golden Card" Prizes available to be won during the Contest Period. Prior to the start of the Contest, one hundred (100) Canada Bread "Golden Cards" were randomly seeded amongst all participating products across Canada. Each Canada Bread "Golden Card" found and submitted as per Rule 7 is eligible for a Canada Bread Signed Sidney Crosby Collector Card. Approximate retail value of each Canada Bread Signed Sidney Crosby Collector Card is \$125.00 CDN. Odds of finding a Canada Bread "Golden Card", is 1 in 260,000. As Prizes are redeemed, the number of Prizes available will be reduced accordingly. **Any unclaimed Canada Bread "Golden Cards" after 23:59:59 (ET) on June 30, 2012 will be deemed void and will not be honoured.** Each Prize must be accepted as awarded without substitution and is not transferable or for resale and has no cash surrender value. The Sponsor reserves the right, in the event that the Prize or any component of the Prize cannot be awarded as described for any reason, to substitute a similar Prize or component of equal or greater value without liability.
- 7. HOW TO CLAIM FOR A PRIZE:** Entrants who find a Canada Bread "Golden Card" within their product are to follow the directions on the reverse side of the Canada Bread "Golden Card" and are called "claimants" in these Official Rules. Directions include legibly printing on a plain piece of paper his/her full name, complete mailing address with postal code, daytime telephone number and mail with the original Canada Bread "Golden Card" to the address provided on the Golden Card. **Original Canada Bread "Golden Cards" must be received on or before June 30, 2012. If received after June 30, 2012, the Canada Bread "Golden Card" will not be honoured and will be void. Please be sure to keep a copy of the Canada Bread "Golden Card" for your records as you will be required to send the original in order to claim the Prize. It is recommended that registered mail be used with return receipt requested.** Proof of mailing is not proof of delivery. The Sponsor will not be responsible for late, lost, illegible, falsified, damaged, misdirected, mutilated, garbled or incomplete prize claims, which will be void. Screenshots or captures, do not constitute proof of delivery or receipt by the Sponsor. All prize claims become the property of the Sponsor upon receipt and none will be returned. Upon receipt of the original Canada Bread "Golden Card", the card will be verified. If deemed valid, the claimant will be required to complete and return the Sponsor's Declaration of Compliance and Release of Liability and Publicity Release Form (the "**Form**") as defined in Rule 8 including correctly answering without assistance of any kind, whether mechanical or otherwise, the mathematical skill-testing question set out on the Form prior to being awarded a

Canada Bread Signed Sidney Crosby Collector Card. The Form will be sent by express mail or courier within five business days of receiving the original Canada Bread "Golden Card". In the event that the claimant incorrectly answers the mathematical skill-testing question, or does not return a completed Form within the indicated time frame, he/she will be disqualified without any liability to Sponsor.

- 8. RELEASE FORM:** Prior to being declared a winner and receiving a Prize, each claimant will be required to complete and return the Sponsor's Declaration of Compliance and Release of Liability and Publicity Release Form (the "Form"). By completing and returning the Form, and accepting a Prize, the Winner confirms compliance with the Official Rules, acknowledges that the Prize must be accepted as awarded and cannot be substituted or transferred and has no cash surrender value, releases the Sponsor, Maple Leaf Foods Inc, their affiliated and related companies, advertising and promotional agencies, the independent contest organization and their respective shareholders, directors, officers, employees and agents from and against all liability in connection with the Contest and the awarding and use of the Prize, and consents to the use of his/her name, address (city and province) voice, video, image and/or photographs, without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to this Contest in any media whatsoever (including the internet) for perpetuity. The Sponsor at the Sponsor's sole discretion may require the claimant to provide his/her occupation and name of employer, and a copy of photo identification showing his/her valid address. Claimants agree to cooperate in any investigations by the Sponsor to confirm his/her eligibility and to help ensure that the use of such potential winner in advertising or publicity for the Contest will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Sponsor as determined by the Sponsor in its sole discretion. The Form must be returned within the time period specified on the Form or the Prize will be forfeited. Upon receipt of the Form within the indicated time frame, the Sponsor or a designated agent will mail or courier the Prize to the Winner within 30 days of receipt of the Form. No correspondence will be entered into except with confirmed winners.
- 9. CONDITIONS OF ENTRY:** By submitting a prize claim, entrants (i) acknowledge compliance with these Official Rules including all eligibility requirements, and (ii) agree to be bound by the Official Rules and by the decisions of the independent contest organization and/or Sponsor, made in its sole discretion, which shall be final and binding in all matters relating to this Contest. Entrants who have not complied with these Official Rules will be disqualified.
- 10. GENERAL:** The Sponsor and the independent contest organization do not assume any responsibility and are not responsible for: (i) the incorrect or inaccurate capture of claimants information; (ii) Prize claims which fail to comply with the Official Rules; (iii) any loss, damage, or claims caused by the awarded Prize or the Contest itself; (iv) any failure of any website during the Contest Period, including any problems, human or technical error, printing errors, lost, delayed, or garbled data or transmissions, omissions, interruption, deletion, defect or failures of any telephone or computer lines, or technical malfunction of any computer on-line

systems, servers, access providers, computer equipment, software, failure of any e-mail; on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer or other electronic devices related to or resulting from downloading any material in the Contest, all of which may affect a person's ability to participate in the Contest; or (v) any other matter whatsoever. Any material/data that have been tampered with or altered are void. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, (i) the laws of the Province of Québec and construed in accordance with the Federal, Provincial, and Municipal laws applicable therein in respect of residents of the Province of Québec, and (ii) the laws of the Province of Ontario and construed in accordance with the Federal, Provincial, and Municipal laws applicable therein in respect of residents of the other Canadian provinces and territories, without regard to conflicts of law principles. Any attempt by a participant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. PRIZES ARE AWARDED "AS IS" WITHOUT ANY EXPRESS OR IMPLIED REPRESENTATIONS OR WARRANTIES WHATSOEVER BY SPONSOR OR THE PRIZE PROVIDER, INCLUDING WITHOUT LIMITATION ANY WARRANTY AS TO MERCHANTABILITY OR FITNESS FOR INTENDED PURPOSE.

- 11.** Any Collector Card or Golden Card, or any other materials used in this Contest that have been tampered with, altered, reproduced, not legitimately obtained, or which contain or reflect any error will be void. Liability of Sponsor for any error in the delivery of a Collector Card is limited to one new randomly selected Collector Card during the Contest Period.
- 12.** In the event, due to a printing, production and/or programming or other error, or for any reason whatsoever more than the advertised numbers of Canada Bread "Golden Card" are claimed or it appears that this will occur, the Sponsor shall cease to award the Prizes and there will be a random draw on July 15, 2012 at 14:00:00 (ET) in Oakville, ON amongst all eligible prize claimants from the time that the awarding of Prizes was ceased to award the correct number of Prizes. In no event will the Sponsor be responsible or liable for more than the stated number of Prizes in Rule #6. Inclusion in such drawing shall be the sole and exclusive remedy in such circumstances for any eligible person who has submitted a Prize Claim in regards to this Contest.
- 13.** The Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux, to terminate or suspend this Contest or to amend the Official Rules at any time and in any way, without prior notice and without any liability whatsoever. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, such as tampering or infection by computer virus, the Sponsor reserves the right, with the consent of the Régie

des alcools, des courses et des jeux, to cancel the Contest and conduct a random draw from all previously eligible prize claims received by the date of cancellation. Sponsor has no obligation with respect to printing, distribution production or other errors.

14. Any litigation respecting the conduct or organization of a publicity contest in Québec may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie des alcools, des courses et des jeux only for the purpose of helping the parties reach a settlement.
15. In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Contest registration form, French version of these Rules, and/or point of sale, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control.
16. CONSENT TO USE PERSONAL INFORMATION: The Sponsor respects your right to privacy. The information you provide will only be used to conduct the Contest. To view the Canada Bread Company, Limited privacy policy, visit <http://www.mapleleaffoods.com/en/corporate/privacy-policy/>.
17. Proof of mailing or of transmission or of attempted transmission or of submission or of attempted submission of any communication, entry, Form, does not constitute proof of receipt by the Sponsor of the communication or the entry, or the Form.

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Prizes may not be exactly as shown.