

Apr 9, 2012

The Canada Bread Sidney Crosby Collector Card Sweepstakes Contest ("Contest") is intended to be conducted in Canada only and shall be construed and evaluated according to applicable Canadian law. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or the companies associated with the Prize giveaways. No purchase is necessary. Participants must be of the age of majority or older in their province of residence at the time of entry. Void in whole or part where prohibited by law. Entry in this Contest constitutes acceptance of these Contest rules (the "Contest Rules").

1. **ELIGIBILITY.** To be eligible for this Contest, an individual must:
  - a. be a legal resident of Canada, specifically, they must reside in the provinces of British Columbia, Alberta, Saskatchewan, Yukon, Northwest Territories, Nunavut, Manitoba, Ontario, Quebec, Newfoundland and Labrador, New Brunswick, Nova Scotia, or Prince Edward Island.
  - b. be the age of majority in his/her province of residence or older at the time of entry.

(I) Employees, directors, agents and representatives of Canada Bread Company, Limited, and Maple Leaf Foods Inc. , (the "Sponsors"), their respective affiliates, subsidiaries, related companies, advertising and promotional agencies, (collectively the "Contest Entities");(II) any person who is an immediate family member of any person listed in subparagraph (I) and (III) household members of any person listed in subparagraph (I), are not eligible to participate in the Contest. All entrants agree to cooperate with the Sponsors in all investigations conducted by the Sponsors or on its behalf.

The Sponsors 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 Sponsors for the purpose of the Contest must be truthful, accurate, complete, and in no way misleading. The Sponsors reserve the right, in their sole discretion, to disqualify any such entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate, or misleading personal details and/or information. Entries generated and/or transmitted by script, macro, robotic, programmed, or any other automated means are prohibited and, at the sole discretion of the Sponsors, may be disqualified

2. **CONTEST PERIOD.** The Contest starts at 12:00PM Eastern Daylight Time (EDT) on Monday April 9<sup>th</sup>, 2012 and ends at 12:00PM EDT on Thursday May 17<sup>th</sup>, 2012. This duration is the "Contest Period".
  - a. There will be a total of three (3) prizes available during the entire Contest Period.
  - b. A random drawing will be conducted on or about Monday May 21<sup>st</sup>, 2012 by employees or representatives of the Sponsors, whose decisions are final and binding in respect to all matters related to the Contest, from among all Entries received during the Contest Period. Three (3) winners will be selected from entries received throughout the entire

Contest Period. Entries for the Contest must be received by 12:00PM EDT on Thursday May 17<sup>th</sup>, 2012. After this time, the Contest will be closed and no further entries shall be accepted. The Contest's computer system (the "Contest computer") is used to govern all computer and time-related aspects of the Contest, and among other things, is the official time-keeping device for the Contest.

### 3. HOW TO ENTER.

- a. There is no purchase necessary to enter the Contest. To enter online, visit one of the four Facebook pages (the "Contest Websites") below and click on the "Sidney Crosby Voting Contest" tab.
  - i. <http://www.facebook.com/dempsters>
  - ii. <http://www.facebook.com/bensbakery>
  - iii. <http://www.facebook.com/painpom>
  - iv. <http://www.facebook.com/painbonmatin>
- b. Before continuing you must read the official rules. By selecting "Continue" you acknowledge that you have read and agree to the official rules;
- c. Follow the provided instructions. Enter your personal information into the entry form and by selecting "Continue" herein defined as an "Entry";
- d. Upon receipt by the Promotion computer, the Promotion computer will record one (1) Entry into the contest on your behalf, and you will receive a "Thank You" web page confirmation.
- e. Limit of one (1) Entry per person per 24-hour period during the Contest Period. In the case of multiple entries, only the first eligible entry received will be considered. A 24-hour period commences and resets from the time you vote on each day during the Contest Period. Further, no entrant is permitted in any way or manner to use more than one (1) email address or Facebook account or profile to enter the Contest.
- f. All Entries become the sole property of the Sponsors and none will be returned for any reason. Entries must be received no later than the end of the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled, misdirected, or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants, except those selected for a Prize.
- g. Entries received online shall be deemed to be submitted by the authorized account holder of the email address associated with the entry. For the purpose of the Contest Rules, "authorized account holder" of an email address or Facebook account is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address, or in the case of a Facebook account, by Facebook. Each selected entrant may be required to provide the Sponsors with proof the selected winner is the authorized account holder of the email address associated with the winning entry.

### 4. PRIZES.

- a. There are three (3) prizes (each, a “Prize”) available to be won by the Prize winners (each a “Winner”). The Prize is one thousand (\$1,000) Canadian dollars to be provided as a cheque to the three (3) Prize winners for a total value of three thousand (\$3,000) Canadian dollars. All details of prizes will be determined by Sponsors in their sole discretion. The Sponsors reserve the right to substitute a similar Prize (or Prize element) of comparable or greater value. All Prizes will be awarded “as is” with no warranty or guarantee, either express or implied by the Sponsors.
  - b. Prize cannot be transferred to another party or substituted by Winner. If a Prize is unclaimed within a reasonable time after notification from the Sponsors, as determined by the Sponsors in their sole discretion, it will be forfeited, and time permitting, an alternate Winner may be selected from the remaining eligible Entries at the Sponsors’ sole discretion, and without any liability to the Sponsors whatsoever.
5. **WINNER SELECTION.** On or about Monday May 21<sup>st</sup>, 2012 after the Contest Period, three (3) potential Winners will be selected in a random drawing by representatives of the Sponsors from all eligible Entries received during the Contest Period. The Sponsors will make two (2) attempts to notify the potential Winner at the email address submitted at the time of Entry.
- a. Each entrant shall be eligible to win only one (1) Prize. The odds of being selected as a potential winner in the Contest Period are dependent upon the number of eligible entries received by the Sponsors during the Contest Period.
  - b. Before being declared a Winner, the selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question, to comply with the Contest Rules, and sign and return the Release (described below).
  - c. Upon notification, the selected entrant must respond by email to the contact information provided in the notification, and the selected entrant’s response must be received by the Sponsors within two (2) business days of such notification. If the selected entrant does not respond in accordance with the Contest Rules, he/she will be disqualified and will not receive a Prize and, another entrant may be selected in the Sponsors’ sole discretion until such time an entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected entrant to comply with the Contest Rules, correctly answer the mathematical skill-testing question, receive notification, or for the Sponsor to receive a selected entrant’s response or Release.
  - d. If, as a result of an error relating to the entry process, the drawing process, printing, production, programming error, or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, or it appears that this will occur, in the Sponsors’ sole discretion, there will be a random draw from amongst all persons making purportedly valid claims to such prize claimants after the Contest’ closing date to award the correct number of Prizes. In no event will the Sponsors be responsible or liable for more than the stated number of Prizes and inclusion in such draw shall be the sole and exclusive remedy in such circumstances for any entrant who

has submitted an Entry into the Contest. DELIVERY: Once winner confirmation is received please allow 8 – 10 weeks for cheque processing and delivery. The Sponsors and their representatives and agents accept no responsibility for the Prize after it has been delivered into the possession of Canada Post for shipment. Once your Prize has been shipped and assuming that you have submitted a valid email address, a shipment notification will be sent by Canada Post to your email account.

- e. The Sponsors at their 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 Sponsors 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 Sponsors into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Sponsors as determined by the Sponsors in their sole discretion.
6. **RELEASE.** Winners will be required to execute a legal agreement and release (“Release”) that confirms each Winner’s:
- a. Eligibility for the Contest and compliance with these Contest Rules;
  - b. Acceptance of the Prize as offered;
  - c. Release of each of Facebook, Contest Entities, the Sponsors and their respective parent companies, subsidiaries, affiliates and/or related companies and each of their employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the “Releasees”) from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising there from; and
  - d. Grant to the Sponsors the unrestricted right, in the Sponsors’ collective or individual discretion, to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, distribute, adapt and otherwise use or re-use the Winner’s name, photograph, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Release must be returned within two (2) business days of the verification as a Winner or the selected entrant will be disqualified and the Prize forfeited, without any liability to Sponsors whatsoever. **Actual receipt by the Sponsors and not proof of delivery is required.**
7. **INDEMNIFICATION BY ENTRANT.** By entering the Contest, entrant releases and holds Releasees harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation

in the Contest, any breach of the Contest Rules, or in any Prize-related activity. The entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the Contest, without limitation.

8. **NON LIABILITY OF SPONSORS.** The Sponsors, their affiliates, as well as their respective directors, officers and employees, shall assume no liability resulting from any loss, damage, or claims caused by the awarded prize or the Contest itself, any failure of the website during the Contest period, any problems, human or technical error, printing errors, or prizing error, lost, delayed or garbled data or transmissions, omissions, interruption, deletion, or any losses or delays, in any mail or courier service, mistaken addresses on mail or e-mail received or sent, typographical errors, technical issues, computer or telephone malfunctions, or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, or failure of any e-mail; or the loss or non-recording of any entry or vote or release to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, any injury or damage to an entrant or votes, the incorrect or inaccurate capture for any reason of entry information or votes, entries or votes which fail to comply with the Rules, loss or theft of computer or telephone data, damage to software or computer equipment, fraudulent calls, printing, production, distribution, administration, or winner selection errors, any injury or damage to an entrant's or another person's computer, other electronic devices, or software, related to or resulting from uploading or downloading any material in the Contest, all of which may affect a person's ability to participate in the Contest, or any other mistake or other matter whatsoever. Entry material/data that have been tampered with or altered may be void.
9. **PRIVACY / USE OF PERSONAL INFORMATION.** In the course of conducting this Contest, the Sponsors will acquire certain personal information as submitted by persons seeking to enter the Contest. By participating in the Contest, entrant: (i) grants to the Sponsors the right to use his/her name, mailing address, telephone number, and e-mail address ("**Personal Information**") for the purpose of administering the Contest, including but not limited to contacting and announcing the Winners. If any entrant chooses to "opt into" receiving future communications from the Sponsors, the Sponsors from time to time will send that person email notifications of other contests, products, news and other matters which the Sponsors deem is of public interest. A person can ask the Sponsors to remove his/her name from that emailing list by contacting the Sponsors in the manner specified in the Sponsors' privacy policy on the Sponsors website at <http://www.mapleleaffoods.com/en/corporate/privacy-policy/>. If any such person declines to "opt into" receiving further communications from the Sponsors, the Sponsors will use his/her personal information only for the purpose of conducting and administering this Sweepstake.
10. **INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsors, Prize product companies, and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or Intellectual Property without the express written consent of its owner is strictly prohibited. Company and product names and all associated references are each company's own intellectual property and trademarked accordingly.

11. **TERMINATION.** Subject to applicable laws, the Sponsors reserve the right, in their sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.
12. **LAW.** These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. Any attempt by any person to deliberately damage the Website or to undermine the legitimate operation of the Contest or any part or parts of the Contest may be a violation of criminal and civil laws, and should such an attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution
13. **LANGUAGE DISCREPANCY.** In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, the French version of these Rules or point of sale, television, print or online advertising, the terms and conditions of the English Contest Rules shall prevail, govern and control.
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.