

# MAPLE LEAF FOODS' GREAT CANADIAN GROCERY GIVEAWAY: HOLIDAY EDITION (THE "CONTEST" OR THE "PROMOTION")

## OFFICIAL RULES AND REGULATIONS

This Contest is intended only for residents of Canada who have reached the age of majority in the province/territory they live in at the time of entry (Excluding Quebec). This Contest will be interpreted according to the laws of Ontario and the laws of Canada applicable therein without reference to conflict of law provisions. Maple Leaf Foods Inc. (hereafter referred to as the "Sponsor") will conduct the Contest.

## THE CONTEST:

- i) Contest begins on November 3rd, 2011 at 11:59:59 AM ET and concludes December 29<sup>th</sup>, 2011 at 11:59:59 PM ET, the Contest Closing Date (hereafter referred to as the "Promotion Period"). Employees, directors, agents or representatives of Maple Leaf Foods Inc., its affiliated companies, advertising and promotion agencies, or of any any supplier providing any prizes and the independent judging organization, and any immediate family member of such employees, directors, agents or representatives and those with whom such employees are domiciled are not eligible to participate in this Contest.

## HOW TO ENTER: NO PURCHASE NECESSARY:

1. **No purchase necessary.** To enter the Contest, visit the "\$15,000 Grocery Giveaway" tab on the Maple Leaf Foods®, Smart® Bread, Olivieri®, Maple Leaf Prime® or Tenderflake® brand pages on Facebook by visiting [www.facebook.com/MapleLeafFoods](http://www.facebook.com/MapleLeafFoods), [www.facebook.com/SmartBread](http://www.facebook.com/SmartBread), [www.facebook.com/Olivieri](http://www.facebook.com/Olivieri), [www.facebook.com/MapleLeafPrime](http://www.facebook.com/MapleLeafPrime), or [www.facebook.com/Tenderflake](http://www.facebook.com/Tenderflake) (referred to collectively as the "Website");
2. **First time visitors:** must "like" the page to access the entry form.
3. Before continuing you must read the official rules. **By selecting "Continue" you acknowledge that you have read and agree to the official rules;**
4. Enter your personal information into the entry form and by selecting "Continue" herein defined as an "Entry";
5. 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.

**Limit of one (1) Entry per person per Promotion Day per individual brand Facebook page (as identified in the section entitled "HOW TO ENTER: NO PURCHASE NECESSARY"). Eligible persons may, as applicable, only use one (1) e-mail address and one (1) Facebook profile to participate in the promotion.** Any person whom the Sponsor, in its sole opinion, finds and concludes has violated this limitation in any way may, at the Sponsor's sole discretion, will be disqualified. All Entries received from such a person during the Promotional Period will be disqualified, and no prizes awarded to such person. Proof of transmission (e.g. screenshots or captures etc) does not constitute proof of delivery to and receipt by the Sponsor or the Promotion computer. A "Promotion Day" comprises any consecutive 24-hour period. Entries generated and/or transmitted by script, macro, robotic, programmed, or any other automated means are prohibited and, at the sole discretion of the Sponsor, may be disqualified. The Sponsor will not be responsible for late, lost, illegible, falsified, damaged, altered, misdirected, mutilated, garbled or incomplete Entries, which, at the sole discretion of the Sponsor, may be voided by the Sponsor or void and of no

effect. All Entries become the property of the Sponsor upon receipt by the Sponsor or the Promotion computer and none will be returned.

**PRIZES:**

**GRAND PRIZE:** One (1) Grand Prize will be awarded consisting of a cheque issued to the Grand Prize Winner for eight thousand six hundred and two dollars (\$8,602) CDN.

**WEEKLY PRIZES:** The Promotion consists of nine (9) weekly drawings (each a “Weekly Drawing”) which collectively comprise the Promotion Period, such Weekly Drawings being as specified in the chart below.

- a. There will be a total of 9 weekly prizes available during the entire Promotion Period (being one (1) weekly prize per Weekly Entry Period ) **Please see chart below for exact timing of each of the 9 Weekly Entry Periods within the Promotion Period.**
- b. Each weekly prize consists of a cheque issued to each Weekly Winner for seven hundred and eleven dollars (\$711) CDN.
- c. A random drawing will be conducted on or about the date specified in the chart below (the “Weekly Drawing Date”) by employees of the Sponsor, whose decisions are final and binding in respect to all matters related to the Promotion, from among all Entries received during the Weekly Entry Period. Selected winners from a Weekly Entry Period can win only one Weekly Prize and will not be eligible to win prizes in other Weekly Entry Periods. One (1) weekly winner will be selected in each of the nine (9) Weekly Drawings, for a total of nine (9) weekly winners throughout the entire Promotion Period (each a “Weekly Winner”). Entries for each Weekly Drawing must be received by the end date specified in the chart below (the Weekly Entry Period End Date) for that particular Weekly Drawing. Entries for the first Weekly Drawing are for the period November 3rd 11:59:59 AM ET to 12:00 NOON ET on November 7th, 2011. Entries for the last Weekly Drawing are for the period 12:01 PM ET on December 26th, 2011 to 12:00 NOON ET to December 29<sup>th</sup> by 11:59:59 PM ET and Entries for the last Weekly Drawing (Weekly Drawing 9) must be received by December 29<sup>th</sup> by 11:59:59 PM ET after which time the Promotion will be closed and no further entries shall be accepted. The Promotion’s computer system (the “Promotion’s computer”) is used to govern all computer and time-related aspects of the Sweepstakes, and among other things, is the official time-keeping device for the Sweepstakes.

Limit one (1) Weekly Prize per person, household, Facebook account and/or email address. All prizes must be accepted as awarded, are not transferable. Sponsor reserves the right to substitute a prize or prize component for one of equal or greater value for any reason whatsoever. Prizes are awarded “as is”, without any warranties whatsoever.

**CONTEST DRAWS:**

**GRAND PRIZE:** A random draw for the Grand Prize will be conducted by Employees of the Sponsor, on or about 2:00 PM ET in Mississauga, Ontario on January 3rd, 2012 from amongst all eligible online entries received. Odds of winning depend on the total number of eligible entries received. Odds of winning the Grand Prize depend on the total number of eligible entries received in the Promotion Period.

**WEEKLY PRIZES:** A random draw for each Weekly Prize will be conducted by Employees of the Sponsor on or about 2:00 PM ET in Mississauga, Ontario on the Weekly Drawing Dates from amongst all eligible online entries received over the course of the Weekly Entry Period. Odds of winning depend on the total number of eligible entries received in each Weekly Entry Period.

**Please see chart below for exact timing of each of the 9 weekly prizes within the Promotion Period.**

<b>Weekly Drawing</b>	<b>Weekly Entry Period Start Date</b>	<b>Weekly Entry Period End Date / Weekly Drawing Date (on or about 2:00pm ET)</b>
1	11:59:59 AM ET on November 3 <sup>rd</sup> , 2011	12:00 NOON ET on November 7 <sup>th</sup> , 2011
2	12:01 PM ET on November 7 <sup>th</sup> , 2011	12:00 NOON ET on November 14 <sup>th</sup> , 2011
3	12:01 PM ET on November 14 <sup>th</sup> , 2011	12:00 NOON ET on November 21 <sup>st</sup> , 2011
4	12:01 PM ET on November 21 <sup>st</sup> , 2011	12:00 NOON ET on November 28 <sup>th</sup> , 2011
5	12:01 PM ET on November 28 <sup>th</sup> , 2011	12:00 NOON ET on December 5 <sup>th</sup> , 2011
6	12:01 PM ET on December 5 <sup>th</sup> , 2011	12:00 NOON ET on December 12 <sup>th</sup> , 2011
7	12:01 PM ET on December 12 <sup>th</sup> , 2011	12:00 NOON ET on December 19 <sup>th</sup> , 2011
8	12:01 PM ET on December 19 <sup>th</sup> , 2011	12:00 NOON ET on December 26 <sup>th</sup> , 2011
9	12:01 PM ET on December 26 <sup>th</sup> , 2011	11:59 PM ET on December 29 <sup>th</sup> , 2011

In order to win, the selected entrants must first correctly answer a time-limited mathematical skill-testing question to be administered by mail, e-mail or telephone and to complete, sign and return a declaration of eligibility and a liability/publicity release within the the time periods specified herein .

Each potential Prize Winner will be notified by mail, or e-mail or telephone, in Sponsor's sole discretion and will be required to sign and return a declaration of eligibility and a liability/publicity release within ten (10) business days of notification. If a selected prize winner cannot be contacted by mail, e-mail or telephone, as the case may be, in Sponsor's sole discretion, fails to correctly answer the skill- testing question, or fails to return the declaration of eligibility and a liability/publicity release within the specified time, he/she will forfeit their prize and an alternate winner will be randomly selected without any liability to the Sponsor whatsoever. Decisions by the Contest judges will be final. Sponsor shall have no responsibility for any printing, distribution, production or similar types of errors.

Neither the Sponsor nor the independent judging organization, are responsible for any lost, misdirected or late entries or any problems or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the internet or at any website and assume no liability for damage to entrant's or any person's computer resulting from participating in the Contest. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be deemed to have been made by the authorized

account holder of the e-mail address at the time of entry. "Authorized account holder" is the natural person who is assigned an e-mail address by an internet service provider or other organization responsible for assigning e-mail addresses for the domain associated with the e-mail address in question.

**GENERAL:** This Contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering the Contest, participants agree to be bound by these official rules and by the decisions of the independent administration and judging organization, which shall be final with respect to all matters relating to this Contest. All entries become the property of the Sponsor and none will be returned. By completing the entry form, all entrants consent to the collection, use and distribution of their personal information by the Sponsor for the purposes of running the Contest. Sponsor will not sell or transmit this information to third parties except for the purposes of administering the Contest. The Sponsor and/or its affiliates may use the personal information of those contest entrants who provide such consent by checking the opt-in permission box on the contest entry form for the future distribution of any contests, promotions and product news. For further information regarding the use of personal information, please refer to the privacy policy posted at <http://www.mapleleafoods.com/en/corporate/privacy-policy/>

Sponsor reserves the right in its sole discretion, to terminate, suspend or amend this contest without liability subject to applicable laws. If for any reason, the online portion of this Contest is not capable of being completed as planned including, but not limited to computer virus, bugs, tampering, technical failures, printing or production errors or other causes beyond the control of the Sponsor, the Sponsor reserves the right, in its sole discretion, to cancel or suspend this Contest or to modify the Contest rules. 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 be made, Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

The selected entrants agree to cooperate in any investigations by or on behalf of Sponsor to confirm their eligibility and to help ensure that the use of any 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.

In the event the Sponsor is impeded or prevented from continuing with the Promotion as planned or intended by any event beyond its control, including, but not limited to fire, flood, natural or manmade epidemic or health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), any federal, Provincial, or local government law, order, or regulation, public health crisis, the order of any court or jurisdiction, or by any other cause not reasonably within the Sponsor's control, then subject to any governmental approval which may be required, the Sponsor shall have the right to modify, suspend, extend or terminate the Promotion. Subject to the provisions of these Official Rules, only the type and number(s) of Prizes described in these Official Rules will be awarded in the Promotion. If, due to printing or programming or production or other errors or for any other reason whatever, the number of potential Prize winners coming forward seeking to claim Prizes exceeds the number of each type of Prize as set out in these Official Rules, the winners, or remaining winners, as the case may be, of the number of Prizes described in these Official Rules as being available in the Prize category in question, in the sole discretion of Sponsor, may be selected in a random drawing from among all persons making purportedly valid claims for such Prize(s). Inclusion in such drawing shall be the sole and exclusive

remedy in such circumstances for any eligible person who has submitted an Entry into the Promotion.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Entry Form or Declaration and Release or advertising or other publicity or materials concerning the Promotion and the provisions contained in these Official Rules, the provisions in these Official Rules shall prevail, govern and control.