

Olivieri® “Taste of Home Recipe Competition” (the “Competition”)
OFFICIAL RULES (the “Official Rules”)

Feel free to cast votes for your favourite recipes over the course of the Competition. However, PLEASE NOTE that the number of votes an Entry receives will not affect whether or not the applicable recipe will win a Prize in the “Competition.”

The Olivieri® “Taste of Home Recipe Competition” is sponsored by Olivieri Foods Limited (the “Sponsor”). In these Official Rules, where the context requires or permits, the term “Sponsor” includes a representative or agent of the Sponsor. The Competition begins at 5:00:00PM Eastern Daylight Time (“EDT”) February 23, 2012 and closes at 12:00:00 Noon EDT March 22, 2012 (the “Competition Period”).

1. DEFINITIONS AND PRIZE DESCRIPTIONS:

In these Official Rules a) the term “potential winner” means an eligible person (see Rule 3 below for the definition of an ‘eligible person’) who has been identified as being the potential winner of a Prize (see Prize descriptions below in this Rule 1) and the term “winner” means a potential winner who has been verified as the actual winner of a Prize; b) the term “Website” means www.facebook.com/olivieri; c) the Competition’s computer system (the “Competition computer”) is used to govern all computer and date-related and time-related aspects of the Competition and, among other things, is the official time-keeping device for the Competition; d) the term “a day” comprises the 24-hour period starting at 12:00:00 midnight eastern time on a given day and ending that day at 11:59:59 p.m. eastern time; e) the term “Prize” means a Prize which is available to be won in the Competition; and f) the term “Entry” means collectively an online entry form (an “Entry Form”) and the recipe (a “Recipe”) which is part of that Entry Form and the colour photograph (the “Photo”) which accompanies that Entry Form, all as submitted into the Competition in the manner described in these Official Rules.

See Rule 2 below for the general description of the Competition. See Rule 4 below for the requirements, conditions and limitations applicable to a Recipe and a Photo for the purposes of this Competition.

Prize Descriptions: There are three Prizes available to be won in the Competition. The first Prize (the “Grand Prize”) is a cheque in the amount of \$1,000CDN, the second Prize (the “Second Prize”) is a cheque in the amount of \$500CDN, and the third Prize (the “Third Prize”) is a cheque in the amount of \$250CDN.

2. GENERAL DESCRIPTION OF THE COMPETITION:

In the manner described in, and subject to, these Official Rules, the winner of the Grand Prize in the Competition will be the eligible person (see Rule 3 below) who is selected and judged by the judging panel (the “judging panel”) to have submitted, during the Competition Period, the best recipe (a “Recipe”) using a designated Olivieri® product (a “designated product”). Subject to these Official Rules, the winners of the Second Prize and the Third Prize respectively in the Competition will be the eligible persons who are selected and judged to have submitted the second-best and the third-best Recipes using a designated product. Rules 6 and 7 below describes the criteria which will be applied by the judging panel in selecting the potential winning Recipes in this Competition.

The following are the designated products for the purposes of the Competition: a) Olivieri® Lasagna

Sheets; and b) Olivieri® Whole Grain Lasagna Sheets

Note: A Recipe must include a designated product, purchased at retail in Canada, in order to be eligible for judging in this Competition. The mere fact that a sauce used in a purported “recipe” was made using Olivieri® fresh sauce does NOT mean that the purported “recipe” is a Recipe for the purposes of the Competition. A lasagna pasta sheet which is part of a purported “recipe”, but is NOT a branded Olivieri® fresh pasta product purchased at retail in Canada in that form, is NOT a designated product for the purposes of being part of a Recipe in the Competition.

Also, please see the “Important Notes” and other provisions in Rule 5 below respecting limits on Entries, Entry Forms, and Recipe Submissions.

To enter the Competition during the Competition Period, an eligible person (see Rule 3 below) must register for the Competition by using his/her Facebook® Profile to access the Website, and then must properly complete and submit the Entry Form, together with his/her Recipe for preparing, and a Photo of, his/her finished baked/cooked good which has been prepared strictly in accordance with his/her Recipe. The Recipe description and uploaded Photo are called a “Recipe submission” in these Official Rules.

When the Competition computer receives an Entry, the Recipe submission which forms part of the Entry will be posted on the Website. Rule 4 below describes the process, requirements, conditions and limitations which apply to registration for the Competition, and which must be met in order for a Recipe submission by an eligible person to be posted, or as the case may be, to continue to be posted, on the Website as a Recipe submission in the Competition.

The Judging Panel and Judging in the Competition: The judging panel will comprise no fewer than two (2) persons, appointed by the Sponsor in its sole discretion. After the end of the Competition Period, in the manner and applying the criteria described in Rule 6 below, the judging panel will select ten (10) Recipes which the judging Panel, in its sole judgment, concludes are suitable for testing in the “cook off” portion of the Competition (the “Recipe cook off”). The Recipe cook off and related matters are described in detail in Rule 7 below. After completing the Recipe cook off, the judging panel will determine the potential winners of the Prizes available to be won in this Competition.

3. ELIGIBILITY REQUIREMENTS TO PARTICIPATE IN THE COMPETITION:

NOTE: The persons described in the following subparagraphs i), ii) and iii) of this rule 3 are not eligible to enter or win any Prize in this Competition:

- i) employees, directors, agents or representatives of the Sponsor or of any of its divisions, subsidiaries, affiliates, or promotional or advertising agencies, or of any supplier providing any Competition materials, services or Prizes; and
- ii) any person who is or purports to be an immediate family member (defined as a step-, adoptive or biological mother, father, daughter, son, sister, brother or spouse) of any person described in Rule 3 i); and
- iii) any person who resides or is domiciled with any person identified in subparagraph 3 i) or 3 ii) of these Official Rules.

Subject to the ineligibility provisions of subparagraphs 3 i) to iii) of these Official Rules set out above, to participate, and be eligible to win a Prize, in this Competition, a person must be a resident of Canada who has reached the age of majority as at commencement of the Competition in his/her Province or Territory of residence, must have a valid Facebook® Profile and a valid email address.

In these Official Rules, a person who is eligible to enter the Competition is referred to as an “eligible person”.

4. HOW TO ENTER THE COMPETITION:

Note: The following instructions are subject to the provisions of these Official Rules and subject to the limits on numbers and kinds of Recipe submissions set out in Rule 2, in this Rule 4 and in Rule 5 below.

If you are an eligible person, use your Facebook® Profile* to log onto the Website during the Competition Period. Click on the “Talent Search” tab, select “like this page”, and follow on-screen instructions to arrive at the Entry Form which appears on the Website.

*If you do not have a Facebook® profile and you wish to enter the Competition, create a Facebook® profile. See www.facebook.com for instructions concerning creation of a Facebook® profile. Facebook® membership is free of charge. By becoming a Facebook® member, you agree to comply with the “Terms of Use” of Facebook®.

Then fill in, at the appropriate places on the Entry Form: your first and last name, city (optional), and valid email address. The eligible person next must confirm by checking a box that he/she has read and agrees to the Official Rules governing the Promotion.

Next,

a) decide on a name for your Recipe; and then

b) at the appropriate place on the Entry Form, type the name and the description of the Recipe which you are submitting as part of your Recipe submission in the Competition. Note that your Recipe MUST include at least one designated Olivieri® product (see designated products above); and finally

c) upload as part of your Recipe submission, one electronic colour Photo of your final, baked/cooked creation, which creation was prepared strictly in accordance with your Recipe.

See “RULES GOVERNING RECIPE SUBMISSIONS AND ENTRY FORMS” and “SUITABILITY FOR USE” below for details on the requirements, conditions and limitations which a Recipe and a Photo must meet in order for either or both of the Recipe and Photo to be accepted for posting (or, as applicable, for continued posting) and for judging in this Competition.

The eligible person next must confirm that he/she has read and agrees to the Official Rules governing the Competition.

Finally, the eligible person must click “Submit” to submit his/her Entry Form for acceptance into the Competition.

In addition to, and without limiting the generality of, any other provisions in these Official Rules which apply to the acceptance, posting on the Website of, continued posting on the Website of, and judging of a Recipe in the Competition, the Sponsor reserves the right in its sole discretion to reject for posting on the Website, or for continued posting on the Website, or for judging in the Competition, any Recipe submission which, in whole or part and in the Sponsor's sole opinion, in any way or manner does not meet any one or more of the criteria for Recipes and Photos set out below or which, in the Sponsor's sole opinion, is objectionable for any reason, including, without limitation, a) the use in the Recipe description of language which is unbecoming or contains profanity, or b) the file size, configuration, composition, content, appearance or c) any other aspect of the Photo. See more details below in this Rule 4.

If any one or more of the Entry Form, completed and submitted by an eligible person, or the Recipe which that eligible person has filled in on that Entry Form, or the Photo which that eligible person has supplied in connection with that Entry Form, appear(s) to be incomplete, deficient, or for any other reason, in the sole discretion of the Sponsor, at that point in the entry process, is not accepted into the Competition, the Sponsor will send an error message to the eligible person who submitted the applicable Entry that the Entry is not accepted for the Competition and will give the reason(s) for that non-acceptance.

If an Entry is received by the Competition computer and at that point is accepted into the Competition, the Recipe submission portion of that Entry will be posted at the appropriate place on the Website.

If at any time during the Competition Period, the Sponsor finds and concludes, in its sole discretion, that the whole or any part of a Recipe submission or Photo is not acceptable for continued posting on the Website, the Sponsor, again in its sole discretion, may remove the Recipe submission and Photo from the Website. In such a case the Sponsor's decision is final and binding upon the eligible person who submitted the Entry of which that Recipe and Photo submission formed a part, the Recipe and Photo submission will be disqualified from the Competition, the Recipe will not be eligible for judging in the Competition, and that eligible person shall have no claim against the Sponsor in respect of the Sponsor's decision or action or in respect of the Competition.

All Entry Forms and components thereof become the property of Sponsor and none will be returned.

RULES GOVERNING RECIPE SUBMISSIONS AND ENTRY FORMS: A Recipe description must be no more than four hundred (400) words long and must describe completely in English or French, and in step by step detail, the ingredients [one of which must be a designated product], the manner of preparation, all applicable temperatures, and, if and as relevant, the required time for preparation, cooking/baking, and serving [including any applicable serving instructions], of the creation, such that, in the sole opinion of the Sponsor, the recipe is understandable and can be executed accurately by an average person in a normal Canadian kitchen using appliances and implements normally found in such a kitchen. The creation resulting from the Recipe (as depicted in the Photo of that creation) must be edible in its entirety. Finally, all ingredients in the recipe must be readily available in a normal Canadian retail grocery outlet.

The Photo which forms part of the Recipe submission must be a standard image file format, no more than 5 MB file size AND MUST SHOW ONLY the final, cooked/baked creation (as prepared by the eligible person submitting the applicable Entry strictly in accordance with the applicable Recipe), on a neutral

background, without any person(s), animal(s), or thing(s) other than the creation appearing in the Photo.

Without in any way limiting the foregoing, by submitting an Entry into the Competition, an eligible person represents and warrants to the Sponsor: that the eligible person has all necessary rights of every kind, description and nature whatsoever to submit that Entry and all of its parts, that the applicable Recipe is original to and was created/designed/developed by the eligible person, and that the eligible person owns and possesses all necessary rights whatsoever to deal with and to submit both the Recipe and the Photo; that neither the applicable Recipe nor the applicable Photo has been previously published or has appeared anywhere else; and that the applicable Recipe and the applicable Photo do not contain any third party copyrighted or proprietary material or otherwise infringe on the intellectual property or other rights of a third party; and that the eligible person bears the sole responsibility to ensure that this is strictly observed. By participating in this Competition and by submitting an Entry, an eligible person agrees that all rights, title and interest therein and in the applicable Recipe submission and Recipe and Photo are assigned to the Sponsor, that the Entry Form (together with the applicable Recipe and Photo) become the sole property of the Sponsor upon the eligible person submitting the Entry Form into the Competition, and that no Entry Form (or the Recipe and Photo which form part of an Entry Form) will be returned to the eligible person. By participating in this Competition, and by submitting an Entry, an eligible person grants to the Sponsor and any licensees or assignees of the Sponsor the entire, absolute and complete right to use, in the Sponsor's sole and entire discretion, either or both of the Recipe and Photo related to that Entry, in any and all media worldwide, in whole or in part, without any further compensation whatsoever, including without limitation, the right to use, publish, edit, adapt, assign, license, dispose of, and/or modify the Recipe or the Photo or both and the concepts embodied or contained or referred to in any way therein, in commerce, in perpetuity, and in any and all media worldwide, in whole or in part, and for any reason, and all without limitation or notice to or approval by the eligible person and without any compensation whatsoever being paid, owed or owing to eligible person. By participating in this Competition and by submitting an Entry, the eligible person also waives all moral rights to the Entry and to the related Recipe and the Photo. At the sole discretion of the Sponsor, an eligible person may be required to sign a release in the terms just set out.

Submission of an Entry Form further constitutes the eligible person's agreement and consent to irrevocably assign and transfer to, or waive in favour of, the Sponsor any and all rights, title, interest and claim, which the eligible person now has or may have in the future, to the Entry (and to the Recipe and to the Photo which form part of the Entry), and the concepts embodied therein, including without limitation, the copyright and/or moral rights therein. Such rights, title and interest shall include, but are not limited to, all intellectual property, sales, and licensing rights. By entering the Competition, each eligible person agrees to not upload or download elements, distribute, disseminate, copy, reproduce or otherwise cause an Entry Form or a Recipe or a Photo to be on any public website. The eligible person agrees to ensure that his/her Entry Form (and the Recipe and the Photo which form part of the Entry Form) do not have any commercial content which promotes any product or service other than those offered by the Sponsor or by any division, subsidiary or affiliate of the Sponsor (collectively "Maple Leaf").

An eligible person who is declared the winner of a Prize will be the person who is the registered user of the email account/Facebook® Profile which was used to submit the winning Recipe. Any other person who participated or assisted in, or may have participated or assisted in a) the creation or development of, or in the preparing of or writing the description of, a Recipe, or b) the creation or taking of a related Photo, is deemed for the purposes of the Competition and these Official Rules to be a third party (a

“Third Party”) and is not eligible to win any Prize.

SUITABILITY FOR USE: Without in any way limiting the generality or effect of any of the forgoing provisions in respect of an Entry or an Entry Form or a Recipe or a Photo, the Sponsor reserves the right, in its sole discretion and at any time, to reject or disqualify from the Competition (and from posting or continued posting on the Website of any Recipe or Photo or both) any Entry if, in the sole opinion of the Sponsor, the Entry, or any part or parts of the Entry, is or would be in bad taste, offensive, inappropriate, dangerous or would violate or offend any law, regulation, order, governmental policy, public policy or Third Party’s rights or could potentially expose Maple Leaf to law suits, whether threatened or actual (for example only and without limitation, by containing any commercial content that promotes any product or service other than those of Maple Leaf), or to embarrassment, contempt, ridicule, or adverse publicity or, as determined in the sole discretion of the Sponsor, might or could tend to or would otherwise reflect unfavorably on Maple Leaf or on the Competition or on any product or service of Maple Leaf. In addition, the Sponsor reserves the right, in its sole discretion, to reject for posting on the Website, for continued posting on the Website, and/or for judging in the Competition, any Recipe which, in the Sponsor’s sole opinion, in any way or manner is objectionable for any reason, including, without limitation, the use in the Recipe or the Photo or both of images or language or concepts which are unwholesome, unbecoming, scandalous, illegal, potentially dangerous, contain profanity, are inconsistent with the desired brand image of Maple Leaf or any of Maple Leaf’s products, or wholesome family values, or which, for any other reason in the sole opinion of the Sponsor, are unacceptable.

5. NUMERICAL AND OTHER LIMITS RELATED TO ENTRIES, ENTRY FORMS, RECIPE SUBMISSIONS, AND OTHER MATTERS IN OR RELATED TO THE COMPETITION DURING THE COMPETITION PERIOD:

a) No eligible person is permitted to be the potential winner, or the winner, of more than one (1) Prize in the Competition. b) An eligible person is prohibited from submitting a particular Recipe more than once into the Competition during the Competition Period. c) An eligible person is prohibited from submitting a Recipe which is substantially the same as a Recipe which already has been submitted into the Competition by that eligible person or by another eligible person. If the Sponsor concludes that two or more Recipes which have been posted on the Website are the same or are “substantially the same”, for the purposes of this Competition the first such Recipe which was posted on the Website is the Recipe which will be eligible for judging in this Competition, and the other “same” or “substantially the same” Recipe(s), as determined by the Sponsor, will be disqualified from this Competition.

The Sponsor has the right, in its sole discretion, to determine whether a particular Recipe is the same, or is substantially the same, as a Recipe which already has been posted on the Website. The Sponsor’s decision in that regard shall be final and binding upon all eligible persons who enter or who wish to enter the Competition.

No eligible person is permitted in any way or manner to use more than one (1) Facebook® Profile or email address to enter the Competition.

If the Sponsor finds that any person has failed to observe and comply in full with any one or more of the limits just described, irrespective of the reason or alleged reason for, or cause or alleged cause of, such non-observance or non-compliance, then a) in the case of an eligible person who has submitted more than one (1) Entry into the Competition, the extra Entry/Entries which he/she has submitted into the Competition, will be null and void and of no force and effect and any Recipe(s) related to that or those

Entry or Entries will be disqualified from the Competition, and b) if any Prize has been awarded related to any such extra Entry, the applicable eligible person will be obliged to return the Prize or its value to the Sponsor forthwith.

6. THE COMPETITION: SELECTION AND JUDGING OF RECIPES BY THE JUDGING PANEL:

It is planned that, on or about April 18, 2012, subject to the provisions of these Official Rules, the judging panel will select from the Recipes which were posted on the Website during the Competition Period, ten (10) Recipes (the "Selected Recipes") which the judging Panel in its sole opinion concludes are suitable for the Recipe cook off in Toronto. In performing that selection, the judging Panel has the sole and entire discretion as to which Recipes it will consider from among the Recipes which were received by the Competition computer and posted on the Website during the Competition Period. Subject to the provisions of these Official Rules, the judging Panel will consider all of the Recipes which were posted and remained posted during the Competition Period.

No eligible person shall have the right to any notice from the Sponsor that the judging panel has decided to consider, or not to consider, his/her Recipe, and if the judging panel decides not to consider a Recipe, no eligible person shall have the right to be informed as to the reason(s) for that decision. No eligible person shall have any claim whatever against the Sponsor or any other person or persons in relation to any such decision by the judging panel.

Subject to these Official Rules, in choosing the Selected Recipes from among Recipes posted on the Website during the Competition Period, the judging panel will review each of the Recipes it considers applying the following criteria: apparent Recipe originality, apparent Recipe creativity, manner of use and presentation in the Recipe of the designated product, expected finished appearance and visual appeal of the creation produced using the Recipe, Recipe name, expected taste of the creation, ease of preparation, and such other criteria as the judging panel, in its sole discretion, chooses to consider. The judging panel has the entire discretion respecting the weight it gives to each criterion just described or referred to in choosing the Selected Recipes. No eligible person has any claim whatever against the Sponsor or any other person or persons in relation to any Recipe selection decision by the judging panel.

7. THE COMPETITION: THE RECIPE COOK OFF AND RELATED MATTERS:

It is planned that, no later than May 8, 2012, subject to the provisions of these Official Rules, one or more members of the judging panel, as designated at the discretion of the judging panel, will prepare each of the Selected Recipes strictly in accordance with, and without any deviation from, the instructions, descriptions and ingredients as set out in that Recipe. The judging panel then will judge each of the creations resulting from the Recipe cook off by applying the following criteria to each of the Selected Recipes, and the creation which results from preparing the Selected Recipes: Recipe originality, Recipe creativity, manner of use and presentation in the Recipe of the designated product, finished appearance and visual appeal of the creation produced using the Recipe, Recipe name, taste of the creation, ease of preparation, and such other criteria as the judging panel, in its sole discretion, chooses to consider. The judging panel has the entire discretion respecting the weight it gives to each factor just described in considering the Selected Recipes in the Recipe cook off.

Upon completing the Recipe cook off, the judging panel will determine, in its sole discretion, which is the best, the second-best and the third-best Recipe from among the Selected Recipes. The eligible persons who submitted those Recipes, respectively will be the potential winners of the Grand Prize, the

Second Prize and the Third Prize. At that time, the judging panel also will rank the remaining seven (7) Selected Recipes in descending order of merit.

No eligible person has any claim whatsoever against the Sponsor or any other person or persons in relation to any decision arrived at by the judging Panel as a result of the Recipe cook off.

8. NOTIFICATION TO POTENTIAL WINNERS OF THE COMPETITION AND THE DECLARATION AND RELEASE:

The Sponsor will send an email (a “notification email”) to the potential winners of the Grand Prize, the Second Prize and the Third Prize following the judging referred to in Rule 7 of these Official Rules. The notification email will be sent to the email address which each potential winner furnished at the time he/she submitted the applicable Entry Form which led to him/her becoming a potential winner of a Prize.

No potential winner should reply in any way to the notification email. The Sponsor is not responsible if, for any reason, a potential winner does not receive the notification email to which the declaration and release is attached (see below). The Sponsor will not have or enter into any communication with any person who is not a potential winner or a winner in the Competition.

The notification email will inform a potential winner that he/she is the potential winner of a Prize in the Competition, will identify the applicable Prize, will either provide a link to, or provide as an attachment, a declaration and release (the “declaration and release”), and will specify the date by which the Sponsor must receive back from the potential winner his/her properly completed and signed declaration and release. The declaration and release will contain a declaration by the potential winner that he/she is an eligible person, has complied in full with and will continue to comply in full with the provisions of these Official Rules and accepts the Prize as awarded to him/her, and will contain an indemnity, a liability release and a publicity release.

A potential winner must print out the declaration and release. Note: If a potential winner cannot print out the declaration and release, he/she should call the Sponsor at 1-800-465-5515 and request that the Sponsor mail a copy of the declaration and release to the potential winner. Once the potential winner has a printed copy of the declaration and release, he/she must complete in full the declaration and release in the manner which will be specified in the notification email and on the declaration and release. The potential winner then must return, by mail to the Sponsor at the address set out in the notification email, the duly completed and signed original declaration and release, for receipt by the Sponsor no later than the date specified in the notification email.

The Sponsor strongly recommends that, when sending the completed, original Declaration and Release as directed by the Sponsor, a potential winner use Canadian registered mail and obtain postal insurance, at the potential winner’s sole expense. The Sponsor further recommends that before a potential winner mails a completed Declaration and Release to the Sponsor, he/she first make a copy of the completed Declaration and Release to keep for his/her records.

Provided a potential winner submits his/her duly completed and signed declaration and release, and provided that declaration and release as completed is received by the Sponsor in accordance with these Official Rules, subject to the provisions of these Official Rules, the Sponsor then will proceed to review the declaration and release to confirm that it accords with the requirements of the Official Rules, in

which case the Sponsor will notify that potential winner by a further email (sent to the email address which the potential winner furnished at the time he/she submitted the Entry Form which led to that person becoming a potential winner) that he/she is the winner of the applicable Prize and in that email will inform the winner as to the delivery arrangements which the Sponsor has made or will make for delivery to him/her of the applicable Prize.

Prize Forfeiture: If a potential winner fails to comply in full and in any way or manner with any provision or provisions of or limitation contained in these Official Rules including, without limitation, the eligibility requirements prescribed in Rule 3 of these Official Rules, or fails to meet the requirements related to completion, execution and submission of his/her declaration and release (see above), that potential winner forfeits any right to receive the Prize to which he/she may otherwise be or have become entitled, is deemed to have waived any claim to that Prize without further notice, and that Prize is forfeited. If the Sponsor attempts to deliver, or to effect delivery of, a Prize to a winner and the Prize is returned to the Sponsor as undeliverable or a Prize winner declines or fails to take delivery of a Prize, then the winner of that Prize forfeits the Prize, the winner will have no further claim against the Sponsor in respect to the Prize or the Competition, and the Prize will not be awarded in the Competition.

If, for any of the reasons specified in the preceding paragraph of this Rule 8, or for any other reason, the potential winner of a Prize forfeits the Prize, the Sponsor will send a notification email to the eligible person whose Recipe was ranked just behind the Recipe submitted by the potential Prize winner who forfeited his/her Prize, and will follow the same process specified in this Rule 8 which is applicable to notification of the potential winner of the applicable Prize. The eligible person who submitted that lower-ranked Recipe will have the same obligations as applied to the potential winner of the Prize which was forfeited. If and as necessary, the Sponsor will continue the process of attempting to verify an eligible person whose Recipe was ranked in the Recipe cook off as the winner of a Prize by dealing, in order, with each eligible person who submitted a ranked Recipe until a Prize winner is verified, or until there are not more ranked Recipes remaining. In the latter case, the applicable Prize will not be awarded in the Competition and no eligible person who was a potential winner of that Prize will have any claim against the Sponsor in respect to the Grand Prize or the Competition.

GENERAL PROVISIONS:

9. Subject to the provisions of these Official Rules, monetary Prizes must be accepted as awarded. Any monetary Prize will be awarded as cheque, in Canadian dollars.

10. Prizes will be delivered only to an address in Canada. Unless the Sponsor, in its sole discretion, agrees with a winner to some other manner or place of Prize delivery, within eight (8) weeks of the date an eligible person becomes the winner of a Prize, the Sponsor will mail or, at the Sponsor's option, deliver or cause to be delivered, a Prize to the winner, at the address which that winner provided in connection with his/her Entry. Note that, in order to complete a Prize delivery, the signature of the winner may be required and that winner agrees to cooperate fully with the Sponsor in that regard. Any income or other taxes (including, without limitation, federal, Provincial/Territorial, and local income taxes) on or connected with any Prize, and the reporting consequences thereof, are solely the responsibility of the winners. If required by law, Sponsor reserves the right to withhold and remit to the appropriate taxing authorities the amount of any taxes due.

11. Any expenses which are applicable to any Prize, and which are not expressly included in the description of that Prize in these Official Rules, are the sole responsibility of the winner of that Prize.

12. By entering the Competition, eligible persons agree to abide by these Official Rules and by the decisions of the Sponsor with respect to all aspects of the Competition, including without limitation any decision respecting the eligibility or otherwise and the identity of any person who participates or attempts to participate in the Competition. All such decisions are final and binding on all persons who enter the Competition.

13. Any person attempting or apparently attempting in any way to defraud the Sponsor in any way in connection with this Competition will be prosecuted to the fullest extent permitted under the law. In the event of a dispute as to the identity of any person who submits an Entry into the Competition, the Entry in question will be deemed submitted by the authorized holder of the Facebook® Profile to which it is related. The “authorized holder of a Facebook® Profile” shall be the natural person to whom the applicable Facebook® Profile has been assigned by the online company/organization responsible for assigning Facebook® Profiles. A potential winner may be requested to provide the Sponsor with proof that he/she is the authorized holder of the Facebook® Profile associated with the Entry which led to him/her becoming a potential winner. If a dispute cannot be resolved to the Sponsor's satisfaction, the potential winner will not receive the applicable Prize, will have no claim on any basis against the Sponsor in that regard, and the Prize will be forfeited and will not be awarded in the Competition.

14. If, in its sole discretion, the Sponsor so elects, the Sponsor may require a potential winner to submit to, and by entering the Competition every eligible person agrees to fully cooperate promptly in, a background check to confirm, without limitation, his/her eligibility, his/her compliance with these Official Rules, and to help ensure that the use of him/her in advertising or publicity for the whole or any part or parts of the Competition will not bring the Sponsor into public disrepute, contempt, scandal or ridicule, or reflect unfavourably on the Competition or the Sponsor as determined by the Sponsor in its sole discretion.

15. If a winner makes any false or misleading statement in any document related to the Competition and a Prize has been delivered to that winner, the winner agrees to promptly return to the Sponsor upon demand the Prize(s) based on the Prize(s) value as stated in these Official Rules.

16. A potential winner of a Prize may not transfer the Prize to any other person prior to the actual delivery to him/her of the Prize unless authorized in writing by the Sponsor before the transfer is made. Such authorization may be granted or withheld in the Sponsor's sole discretion. Any potential winner of a Prize must make any request for such authorization in writing and must sign and return the request to the Sponsor. A winner agrees to accept any Prize which is awarded to him/her without dispute.

17. The Sponsor is not responsible for illegible, misdirected, late, lost, damaged, delayed, stolen, or any postage-due submission of any Entry or any Declaration and Release (or for any Declaration and Release sent to the Sponsor which is sent on a ‘collect’ basis) or for any failed Prize delivery or attempted Prize delivery; for any failure of the Website, for incorrect, inaccurate or incomplete capture on or by the Website or the Competition computer of any Entry or any Entry information; for late, lost, illegible, incomplete, falsified, tampered with, altered or destroyed Entries or Entry Forms and, as applicable, all such Entries or Entry Forms are void; for any damage to any eligible person or other person's computer system or wireless device which is occasioned by accessing the Website, by participating in the Competition, or by redeeming or attempting to redeem a Prize; for lost, interrupted, inaccessible, incompatible or unavailable networks, servers, satellites, Internet Service Providers, wireless carriers, web sites (including the Website or Facebook®), or other connections; for availability

or accessibility problems arising in connection with or over the course of the Competition; for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions, or hardware or software malfunctions, failures or difficulties; for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error(s) or omissions in any materials connected to the Competition including, without limitation, in any Entry Form, Entry, Declaration and Release, the offering, announcement or delivery of any Prize or in any Prize notification or email or letter; for any errors of any kind, whether human, mechanical, clerical, electronic, or technical in nature; or, for the incorrect or inaccurate capture of information, or the failure to capture any information.

18. Proof of mailing or of transmission or of attempted transmission or of submission or of attempted submission of any communication, Entry Form, Entry, or any Declaration and Release does not constitute proof of receipt by the Sponsor of the communication or the Entry Form, Entry, or Declaration and Release.

19. By entering the Competition, each eligible person (here, a "Releasor") releases, holds harmless and agrees to indemnify the Sponsor, its parent, related and affiliated companies, subsidiaries, members, dealers, advertising agencies, promotional agencies, and representatives, and each of their respective directors, officers, employees, successors, sponsors, partners, licensees, officers, subsidiaries, agents, advisors, assignees, and all others associated with the development and execution of the Competition from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, costs, expenses, claims and demands, including legal fees and related expenses, whatsoever, including but not limited to, Third Party claims, and claims based on negligence, breach of contract and fundamental breach and liability for injury, death, or property damage which any Releasor, or his/her administrators, heirs, successors or assigns, might have or could have, by reason of or arising out of the Releasor's participation in the Competition and/or in connection with the acceptance by the Releasor of a Prize awarded and any travel by a Releasor in relation to the Competition or to claim a Prize and from and against any and all liability with respect to or in any way arising from the Competition and the awarding, use, or misuse of any Prize awarded, including liability for personal injury or damage to property.

20. By claiming a Prize, each potential winner and each winner hereby agrees to and grants the Sponsor the right, but not the obligation, to use his/her name, voice, likeness (and agrees if so requested by the Sponsor to provide the Sponsor on demand with a photograph of him/her acceptable to the Sponsor) and Recipe, along with his/her address (city/town and Province/Territory) and any statements made by or attributed to him/her in any and all media (including the Internet), now known or hereafter devised, in perpetuity and throughout the universe, for advertising and promotional purposes in connection with the Competition and other competitions or contests or both, without further notice, review, approval or compensation, and releases the Sponsor and all directors, officers, employees, and agents of the Sponsor and of the Sponsor's divisions, parents, subsidiaries or affiliated companies, advertising and promotion agencies, representatives, service agencies, or independent contractors from any liability with respect thereto.

21. Any attempt by any person to deliberately damage the Website or to undermine the legitimate operation of the Competition or any part or parts of the Competition may be a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

22. **FORCE MAJEURE/PRINTING AND COMPETITION ERRORS:** Subject to first obtaining any necessary governmental consent, the Sponsor reserves the right to suspend or terminate this Competition or to amend, enlarge or modify these Official Rules at any time and in any way, without prior notice. Without limiting the generality of the foregoing, and subject to any governmental approval which may be required, the Sponsor reserves the right, without prior notice and at any time, to terminate the Competition, in whole or in part, or to modify, suspend or extend the Competition in any way, if it determines, in its sole discretion, that the Competition is impaired or corrupted in any way or that fraud or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing or production errors or omissions) have destroyed or severely undermined the proper play, integrity, and/or feasibility of the Competition, in whole or part. In the event the Sponsor is impeded or prevented from continuing with the Competition 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 Competition. 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 Competition. If, due to printing or programming or production or other errors or omissions 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 Competition.

23. **DISQUALIFICATION:** It is the responsibility of any eligible person who submits an Entry Form into the Competition to ensure that he/she has complied in full with all of the conditions and requirements contained in these Official Rules. The Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry or submission process or with the operation of the Competition, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Competition, or to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to seek damages and other remedies from and against any such person to the fullest extent permitted by law. Entries generated by script, macro, robotic, programmed or any other automated means are prohibited and will be disqualified. 24.

LANGUAGE AND OTHER DISCREPANCIES: In the event there is a discrepancy or inconsistency between the English language version and the French language version of these Official Rules and/or any Entry Form and/or any Declaration and Release or other document or communication used in connection with the Competition, the English version shall prevail, govern and control. 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 Competition and the provisions contained in these Official Rules, the provisions in these Official Rules shall prevail, govern and control.

25. **INVALIDITY:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in these Official Rules solely for ease of reference, and shall not be deemed or considered to affect in any manner the meaning or intent of these Official Rules or any provision hereof. These Official Rules cannot be modified or amended in any way except in writing by a duly authorized representative of the Sponsor. Subject to the provisions of these Official Rules, employees of the Sponsor, or of any of its representatives, are not authorized to modify, amend or waive these Official Rules.

26. **USE BY SPONSOR OF PERSONAL INFORMATION:** In the course of conducting this Competition, the Sponsor will acquire certain personal information as submitted by persons seeking to enter the Competition. If any such person chooses to “opt into” receiving future communications from the Sponsor and its affiliates, the Sponsor or its affiliates from time to time will send that person email notifications of other contests, products, news and other matters which the Sponsor deems is of public interest. A person can ask the Sponsor or its affiliates to remove his/her name from that emailing list by contacting the Sponsor or its affiliates in the manner specified in their privacy policy on their website at <http://www.mapleleaf.com/en/corporate/privacy-policy/>. If any such person declines to “opt into” receiving further communications from the Sponsor or its affiliates, the Sponsor will use his/her personal information only for the purpose of conducting and administering this Competition.

27. **GOVERNING LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations as between one or more persons who participate in the Competition and the Sponsor in connection with the Competition shall be governed by and construed and interpreted in accordance with the internal laws of the Province of Ontario, Canada, including the procedural provisions of those laws, 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. All persons who participate in the Competition, the Sponsor, and all other parties hereby attorn to the jurisdiction of the courts of that Province, sitting in the City of Toronto, Ontario, in respect of the determination of any matter or dispute arising under or in respect of the Competition or arising under or in respect of these Official Rules and agree that any such determination shall be brought solely and exclusively before such courts in the Province of Ontario.

28. **FOR QUEBEC RESIDENTS ONLY:** RESIDENTS OF THE PROVINCE OF QUEBEC MAY SUBMIT ANY LITIGATION RESPECTING THE CONDUCT OF THIS COMPETITION TO THE RÉGIE DES ALCOOLS, DES COURSES ET DES JEUX FOR A RULING. ANY LITIGATION RESPECTING THE AWARDED OF A PRIZE MAY BE SUBMITTED TO THE RÉGIE ONLY FOR THE PURPOSE OF HELPING THE PARTIES REACH A SETTLEMENT.

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