

MIX IT UP



“Mix It Up and You Could WIN!” Dempster’s® CONTEST RULES

(“Official Rules”)

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. The “Mix It Up and You Could WIN!” Dempster’s® Contest (the “Contest”) is sponsored by Canada Bread Company, Limited (the “Sponsor”). The Contest consists of: (a) a series of Secondary Prize draws, each with different entry deadlines as set out in Rule 5; and (b), a series of Grand Prize draws, each with different entry deadlines as set out in Rule 6.

The “Contest Period” runs from August 24, 2017, at 12:00 am ET, until the entry deadline for the Secondary Prize portion and the Grand Prize portion, which all close at 11:59 pm ET on October 14, 2017.

2. ELIGIBILITY

The Contest is open to legal residents of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador who are thirteen (13) years old or older. The participants who are under the age of majority in their province of residence must have permission from, and acceptance of these Contest Rules by, their parent/legal guardian to participate in this Contest and may be required to provide proof of same in writing in a form satisfactory to the Sponsor. The following persons are not eligible to enter or to win and will be collectively referred to as “Promotion Entities”: (a) employees, agents and representatives of the Sponsor, as well as any parent or related company, their advertising and promotion agencies, suppliers of prizes, materials and services related to the Contest; and (b) members of the immediate families of such employees, agents and representatives (regardless of where they reside) and all persons with whom these employees, representatives or agents reside, whether related or not. For the purposes of the Official Rules, “immediate family” means siblings, children, parents, step-parents and spouses.

3. HOW TO ENTER

During the Contest Period, go to www.dempstersquiz.ca (the “Contest Website”), and follow the on-screen instructions in the *Register* section to provide your email address and select a password that will be used to sign in on subsequent visits to the Contest Website, as well as your first name, last name, province of residence and telephone number. Keep your password confidential. Limit of one (1) registration per person. Each person may only register once, and must use a unique email address to do so. Duplication may result in disqualification. Registration will result in one (1) entry into the subsequent Secondary Prize draws and Grand Prize draws.

To obtain additional entries, the participant may:

A. Dempster's® BREAD CODE (PIN): During the Contest Period, locate a unique eight (8)-character entry code (PIN), consisting of numbers and letters printed inside the promotional sticker affixed to specially-marked packages of Dempster's® breads (see the list of participating products below) (each, a "Dempster's® BREAD CODE (PIN)"), while supplies last, and follow the on-screen instructions on the Contest Website to enter the Dempster's® BREAD CODE (PIN). The Dempster's® BREAD CODES (PIN) located inside the promotional sticker are each worth one (1) entry to the subsequent Secondary Prize draws and Grand Prize draws. **Limit:** Limit of ten (10) Dempster's® BREAD CODES (PIN) per person per day, and of twenty five (25) Dempster's® BREAD CODES (PIN) per person for the duration of the Contest Period. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest.

To obtain a Dempster's® BREAD CODE (PIN) without purchase, **hand print an essay** of 25-50 words (the "Essay"), explaining why you would like to win one of the prizes. Include your name, full address, email address and telephone number. Essays must be faxed to 514-931-8881 or emailed at dempsterscontest@activemarketing.ca and indicate "Mix It Up and You Could WIN! Dempster's® Contest". The participant will then receive a Dempster's® BREAD CODE (PIN) by email that will allow the participant to enter the Contest by following the instructions above. Each essay must be an original composition, unique for each entry, and prepared specifically for the Contest. The Sponsor reserves the right to disqualify any Essay that is illegible, offensive, infringes upon the rights of any third party, promotes or condones illegal or immoral activity, or is otherwise not in keeping with the corporate image of the Sponsor. Allow two (2) business days for your no-purchase code (PIN) request to be processed. **Limit:** Limit of one (1) no-purchase requests per person per day, and a limit of twenty five (25) requests during the Contest Period. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest.

B. PROMOTIONAL CODE (PIN): Locate a unique eight (8)-character code (PIN), consisting of numbers and letters on selected platforms such as Facebook and Dempster's® communications by email during the Contest Period (each, a "PROMOTIONAL CODE (PIN)") and follow the on-screen instructions on the Contest Website to enter the PROMOTIONAL CODE (PIN). The PROMOTIONAL CODES (PIN) located on the selected platforms are each worth one (1) entry to the subsequent Secondary Prize draws and Grand Prize draws. No purchase is required to obtain a PROMOTIONAL CODE (PIN).

Limit of four (4) PROMOTIONAL CODES (PIN) per person for the duration of the Contest Period. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest.

Note that registration and bonus entries (described below) do not count towards these limits.

Participating products subject to availability and while supplies last:

Product Description for ONTARIO	UPC
Dempster's® White Bread	68721 002222
774939 Dempster's® White Bread - Trio	68721 062226
Dempster's® 100% Whole Wheat Bread	68721 002512

16197 Dempster's® 100% Whole Wheat Bread - Trio	68721 062516
Dempster's® 100% Whole Grains 12 Grain Bread	68721 722342
277495 Dempster's® 100% Whole Grains 12 Grain Bread - Trio	68721 770176
Dempster's® 100% Whole Grains Seed Lover's Bread	68721 912507
Dempster's® 100% Whole Grains Ancient Grains with Quinoa Bread	68721 712619
277500 Dempster's® 100% Whole Grains Ancient Grains with Quinoa Bread - Trio	68721 770183
Dempster's® Everything Bagels	68721 704423
Dempster's® Original Bagels	68721 704430
Dempster's® Cinnamon Raisin Bagels	68721 704454
Dempster's® Sesame Bagels	68721 704447
Dempster's® Original Tortillas 7"	68721 038085
Dempster's® Original Tortillas 10"	68721 038115
Dempster's® Original Tortillas 10" - Duo	68721 772163

Product Description for WEST	UPC
Dempster's® White Bread	68721 022336
Dempster's® 100% Whole Wheat Bread	68721 002512
7736 Dempster's® 100% Whole Wheat Bread - Trio	68721 063247
Dempster's® 100% Whole Grains 12 Grain Bread	68721 722342
489 Dempster's® 100% Whole Grains 12 Grain Bread - Trio	68721 782346
Dempster's® 100% Whole Grains Seed Lover's Bread	68721 912507
1136690 Dempster's® 100% Whole Grains Seed Lover's Bread - Trio	68721 770336
Dempster's® 100% Whole Grains Ancient Grains with Quinoa Bread	68721 712619
Dempster's® 100% Whole Grains Ancient Grains with Quinoa Bread - Trio	68721 710684
Dempster's® Everything Bagels	68721 704423
Dempster's® Original Bagels	68721 704430
Dempster's® Cinnamon Raisin Bagels	68721 704454
Dempster's® Sesame Bagels	68721 704447
Dempster's® Original Tortillas 7"	68721 038085
Dempster's® Original Tortillas 10"	68721 038115

Product Description for ATLANTIC	UPC
Dempster's® Everything Bagels	68721 704423
Dempster's® Original Bagels	68721 704430
Dempster's® Cinnamon Raisin Bagels	68721 704454
Dempster's® Sesame Bagels	68721 704447
Dempster's® Original Tortillas 7"	68721 038085
Dempster's® Original Tortillas 10"	68721 038115

PARTICIPANTS MUST KEEP EACH DEMPSTER'S® BREAD CODE (PIN) ENTERED IN THE CONTEST, AS WELL AS THE PACKAGING, FOR VALIDATION AT A LATER TIME. AT ALL TIMES, THE SPONSOR

RESERVES THE RIGHT TO ASK THE PARTICIPANT SELECTED FOR A PRIZE TO PROVIDE THE PACKAGING CONTAINING A SELECTED DEMPSTER'S® BREAD CODE (PIN) (OR EMAIL BY THOSE ENTERING WITHOUT PURCHASE); FAILURE TO COMPLY COULD RESULT IN THE SELECTED PARTICIPANT'S DISQUALIFICATION.

4. Bonus Entry Opportunity

There are two (2) ways to collect bonus entries for the Contest.

Subscribe by Email: When a registered participant subscribes to receive Dempster's® communications by email (information, contests and/or coupons), during the Contest Period they will automatically receive one (1) entry to the subsequent Secondary Prize draws and Grand Prize draws. They may unsubscribe at any time without impacting the chance to win. **Limit:** Limit of one (1) bonus entry for the subscription by email per person during the Contest Period.

Quiz participation: When a registered participant enters one (1) Dempster's® BREAD CODE (PIN), he or she can participate in the Dempster's® Quiz. Each right answer obtained will result in one (1) entry to the subsequent Secondary Prize draws and Grand Prize draws. **Limit:** Limit of three (3) bonus entries per Dempster's® BREAD CODE (PIN).

PRIZES

5. SECONDARY PRIZES

The Secondary Prizes draws will be held between September 11 and October 16, 2017 from all eligible entries received during the Contest Period (as described in Rule 6 below). Odds depend on the number of entries received at the time of each draw. Non-winning entries will be carried forward to subsequent draws. There are forty (40) Secondary Prizes available to be won at the outset of the Contest Period. The total number available to be won will diminish as awarded. Draws will be held at 11:00 am ET at C.P. 22, succ Place du Commerce in Brossard, Quebec, by Active Promo Marketing inc., an independent organization responsible for managing the draws, from all eligible entries received by 11:59 pm ET the day preceding the draw date. Exception: for the last draw on October 16, the entry deadline is on October 14 at 11:59 pm ET.

Each Secondary Prize consists of one (1) 32 GB iPad tablet (with an approximate retail value of \$450). Limit of one (1) Secondary Prize per household for the Contest Period. See additional prize conditions in Rule 7 below.

iPad is a trademark of Apple inc. Apple is neither a sponsor of, nor responsible for the administration of, this contest.

Before being declared a winner, the selected entrant will be contacted by telephone or email within two (2) business days of the draw and must satisfy the Prize Claim conditions in Rule 8 below.

6. GRAND PRIZES

The Grand Prize draws will be held between September 11 and October 16, 2017 from all eligible entries received during the Contest Period. Odds depend on the number of entries received at the time of each draw. Non-winning entries will be carried forward to subsequent draws. There are five (5) Grand Prizes available to be won at the outset of the Contest Period. The total number available to be won will diminish daily as awarded. Draws will be held at 11:00 am ET at C.P. 22, succ. Place du Commerce in Brossard, Quebec, by Active Promo Marketing inc., an independent organization responsible for managing the draws, from all eligible entries received by 11:59 pm ET the day preceding the draw date. Exception: for the last draw on October 16, 2017, the entry deadline is on October 14 at 11:59 pm ET.

Each Grand Prize consists of one (1) laptop with tactile feature of a 15.6 inch screen and one (1) Microsoft Office Home & Student 2016 (an approximate retail value of \$1050). Limit of one (1) Grand Prize per household for the Contest Period. See additional prize conditions in Rule 7 below.

Before being declared a winner, the selected entrant will be contacted by telephone or email within two (2) business days of the draw and must satisfy the Prize Claim conditions in Rule 8 below.

DRAW DATE	ENTRY DEADLINE (11:59 p.m. ET)	NUMBER OF PRIZES AVAILABLE TO BE WON
September 11, 2017	September 10, 2017	One (1) Grand Prize and eight (8) Secondary Prizes
September 18, 2017	September 17, 2017	One (1) Grand Prize and eight (8) Secondary Prizes
September 25, 2017	September 24, 2017	One (1) Grand Prize and eight (8) Secondary Prizes
October 2, 2017	October 1, 2017	One (1) Grand Prize and eight (8) Secondary Prizes
October 16, 2017	October 14, 2017	One (1) Grand Prize and eight (8) Secondary Prizes

7. ADDITIONAL PRIZE CONDITIONS

All expenses not specifically described as included in the prizes, including but not limited to travel and personal expenses are the sole responsibility of selected winners, as applicable.

Secondary Prizes and Grand Prizes must be accepted as described in these Official Rules and cannot be transferred, substituted or exchanged, in whole or in part, for cash or otherwise except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater monetary value if any prize cannot be awarded as described herein. Prizes will be delivered to verified winners only. Sponsor will not replace any lost or stolen prizes.

8. CLAIMING OF PRIZES

Secondary Prize and Grand Prize

In order to be declared the winner of a Secondary Prize or Grand Prize, the selected participant

must comply with the following mandatory conditions:

- i. He or she must be reached (by phone or email) by Sponsor within two (2) business days of being selected;
- ii. He or she must respond to notification of selection within seven (7) business days of first attempt by Sponsor or his agent;
- iii. He or she must complete and return (by email or fax) the Declaration and Release Form described above within seven (7) business days of its receipt; if the winner is a minor of thirteen (13) years old or older, the Declaration and Release Form must also be signed by a parent or legal tutor; The Declaration and Release Form includes a publicity release which releases and indemnifies the Sponsor and the Promotion Entities from all losses, costs, damages, actions, liability and injuries whatsoever, including death, resulting from, and arising in any manner whatsoever, from the Contest and the awarding of, use of, misuse of and/or participation to his or her prize;
- iv. He or she must correctly answer the mathematical skill-testing question on the Declaration and Release Form, without assistance of any kind (whether mechanical or otherwise).

Failure to comply with any of the conditions described above will result in the selected participant's automatic disqualification, and loss of their right to a prize, and the Sponsor may select an alternate entrant who will be subject to disqualification in the same manner.

Confirmed winners will receive their prize at home. From the date of completion of all conditions, allow approximately six (6) to eight (8) weeks for the delivery of the prize.

The Sponsor reserves the right not to award any prizes that remain unclaimed as of 10:00 am ET on October 23, 2017.

9. GENERAL CONDITIONS

Entries and prize claims are subject to verification by the Sponsor. At the Sponsor's discretion, verification may include a requirement to provide photo identification showing a valid address. Any entry that is incomplete, fraudulent, lost, illegible, in violation of these Official Rules, or received after the Contest ends will be automatically rejected and will not give any right to a prize. The decision of the Sponsor is final and without appeal. The Sponsor is not responsible for errors in printing, production or distribution. In the event of a printing, prizing, programming, production or other error, or any other reason whatsoever resulting in more than the advertised number of prizes being claimed, there will be a random draw held amongst all eligible prize claimants to award the correct number of prizes, at a time determined by the Sponsor. Inclusion in such drawing shall be the sole and exclusive remedy in such circumstances for any eligible prize claimants. All entries become the property of the Sponsor and will not be returned.

10. PERSONAL INFORMATION

By participating in this Contest, participants consent to the collection, use and disclosure personal information by the Sponsor for the purposes of Contest administration and prize fulfillment. To the

full extent permitted by law, winners consent to use of their names, addresses (city, province) voices, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or other format, including but not limited to the Internet, without further notice, permission or compensation. Except as otherwise set out in these Official Rules, no communication, commercial or otherwise, that is not related to this Contest, will be sent to participants by the Sponsor, except with consent of the recipient or as otherwise permitted or required by law. For information about how the Sponsor manages your personal information, visit the Canada Bread Company website at: <https://www.canadabread.com/?privacy>

11. LIMITATION OF LIABILITY AND RELEASES

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT SPONSOR, THE PROMOTION ENTITIES, FACEBOOK, PRIZES MANUFACTURERS AND ANY OTHER APPLICABLE SOCIAL MEDIA PLATFORM HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY PARTICIPANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM THE CONTEST, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE. FURTHER, BY PARTICIPATING IN THIS CONTEST, PARTICIPANTS AGREE THAT SPONSOR, CONTEST JUDGES AND PROMOTION ENTITIES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY PARTICIPANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS CONTEST, INCLUDING ACCESS TO AND USE OF THE CONTEST WEBSITE, OR B) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

Without limiting the foregoing, participants also release the Sponsor, the Promotions Entities, Facebook and any other applicable social media platform, from all responsibility whatsoever related to any matters beyond their control, including but not limited to: (a) the malfunctioning of any software components, software, lines of communication related to the loss or absence of any communication network, or related to any failed, delayed, misdirected, incomplete, illegible or erased transmission by any computer, fax or network, and which could limit, or prevent, the possibility of any person from entering the Contest; (b) downloading any software and by the transmission of any information required for entry in the Contest; (c) any damage or loss whatsoever caused by late, lost, or illegible entries; and (d) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (e) garbled transmissions or miscommunications; (f) failure of any e-mail to be received by or from the Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (g) damage to a user's computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Contest or in connection with the Contest Website; (h) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; or (i) technical, pictorial, typographical or editorial errors or omissions contained

herein.

MISCELLANEOUS

12. For the purposes of these Official Rules, in the event of a dispute as to the identity of a participant, the participant will be deemed the person whose name appears on the online registration form entered on the Contest Website. It is this person who must comply in all respects with the Official Rules, and who will be asked the mathematical skill-testing question and to whom the prize will be awarded if he or she is declared a winner.

13. This Contest is subject to all applicable federal, provincial and municipal laws. Entries generated by script, macro, robotic, programmed, or other automated means are prohibited and, at the sole discretion of the Sponsor, will be excluded.

14. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor his/her prize, or the cash value thereof.

15. If, by reason of error or for any other reason whatsoever, the number of potential winners claiming prizes exceeds the number of available prizes, as set forth in these Official Rules, the winners or remaining winners, as the case may be, of the number of prizes to be won in the category in question according to these Official Rules may, in the sole discretion of the Sponsor, be selected by means of a random draw among all persons making purportedly valid claims for such prizes. Participation in such a draw shall be the sole and exclusive remedy in such circumstances for any eligible person having submitted an entry into the Contest.

CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. 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.

16. RIGHT TO TERMINATE/ SUSPEND/MODIFY

When required, the Sponsor reserves the right, to suspend or terminate the Contest or to amend, modify or make additions to these Official Rules, at any time, without notice if in Sponsor's sole discretion, any factor interferes with its proper conduct as contemplated by these Official Rules. Without limiting the generality of the foregoing, the Sponsor reserves the right, at its sole discretion, to cancel, interrupt, extend or suspend this Contest, in whole or in part, in the event of a virus, software bug, unauthorized human intervention or any other event beyond the control of

the Sponsor, which could corrupt or affect the administration, security, impartiality or normal running of this Contest.

17. SOCIAL MEDIA

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook or any other social media platform.