

TERMS & CONDITIONS – Sobey’s Ben’s® and Dempster’s® Toque Giveaway

ATLANTIC REGION ONLY

Terms and Conditions of Offer (“Terms”)

Sobey’s Ben’s® and Dempster’s® Toque Giveaway (the “**Promotion**”) sponsored by Canada Bread Company, Limited (the “**Sponsor**” or “**Canada Bread**”).

1. Eligibility: This Promotion is open only to legal residents of New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland and Labrador who are the age of majority or older in their province/territory of residence at the time of entry.

2. Offer: Purchase any three (3) Ben’s or Dempster’s® participating products listed in the attached Schedule 1 and enter the offer site January 17, 2019 to February 28, 2019 inclusive (the “**Promotion Period**”), and receive one (1) Toque (approximate retail value of \$34.99 each (“**Offer**”). Offer only available at participating Sobey’s Stores.

3. How to Participate:

Website or Mobile

STEP 1:

SHOP: Purchase participating products at any participating Sobey’s Stores.

STEP 2:

ENTER: the URL www.bensbakerytoque.ca directly into an internet browser and follow the on-screen instructions to complete the online registration form.

STEP 3:

REGISTER: Complete the online registration form with all the required information (full name, complete mailing address including apartment or suite number and buzzer code and/or access code, phone number, email).

STEP 4:

COMPLETE REGISTRATION: A confirmation email will be sent by email, be sure to check your inbox, spam or junk folder. You must confirm your registration before you can move on to the next step.

STEP 5:

UPLOAD a photo of the receipt, showing proof of purchase for the three (3) Ben’s® or Dempster’s® products that you have purchased. Receipts must clearly show all three (3) Ben’s® or Dempster’s® products that have been purchased, retailer name, date, time, and transaction total. Click the “Submit Form” button to complete your submission (“**Request**”). Once your submission has been approved you will be eligible to receive the offer. Requests cannot be made in multiple transactions.

Purchase and upload must both be completed by January 1, 2019 to February 28, 2019 at 11:59:59 p.m. Eastern Time. Accepted file formats are: .JPG, .JPEG, .PNG, and .GIF. Maximum file size is 10 MB. Not all mobile telephone providers carry the service necessary to obtain a link to the Website to participate in the Promotion. Standard message and data rates may apply. Participants should consult their wireless providers’ pricing plans. The Sponsor is not responsible for any additional charges incurred from participation.

4. Offer Limits: There will be One (1) thousand toques (1,000) toques available (See attached Schedule 2 for full Offer breakdown by region). Offer ends on February 28, 2019 at 11:59:59 p.m. Eastern Time or until supplies last (whichever comes first). Limit of two (2) toques per person and per household. Fraudulent or noncomplying Requests will not receive the Offer. Canada Bread is not responsible for illegible, late, or noncomplying Requests. Please allow approximately 6 to 8 weeks for delivery from end of Promotion Period. If the incorrect address is provided the Sponsor will not take liability for returned items.

5. Giveaway Website: The Giveaway website is optimized for the following operating systems.

Windows: IE 11, Edge, Google Chrome 60+, Mozilla Firefox 50+

OSX: Safari, Google Chrome 60+, Mozilla Firefox 50+

iOS: Safari

Android: Chrome

6. General Conditions: This Promotion is subject to all applicable federal, provincial and municipal laws. The decisions of Canada Bread with respect to all aspects of this Promotion are final and binding on all participants without right of appeal.

SOME JURISDICTIONS (INCLUDING QUEBEC) DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, THEREFORE SUCH EXCLUSIONS MAY NOT APPLY TO YOU. Canada Bread, its parent company, subsidiaries, advertising/promotion agencies (the “**Released Parties**”) will not be liable for: (i) any failure of any website or any platform during the Promotion; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, mobile devices, servers, access providers, computer equipment or software; (iii) the failure of any Request, and/or other information to be received, captured, recorded or work properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to a participant’s or any other person’s computer or other device related to or resulting from participating in the Promotion; (v) any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Requests or Offers; (vi) anyone being incorrectly and/or mistakenly identified as a recipient or eligible recipient; and/or (vii) any combination of the above.

By participating in the Promotion, and as a condition of acceptance of the Offer, you, your heirs, executors, administrators, successors and assigns, release and forever discharge and hold harmless the Released Parties from and against any and all losses, damages (including, without limitation, direct, indirect, incidental, consequential or punitive damages), rights, claims, actions, causes of action, personal injury, property damage or death, including without limitation all costs and liabilities of any kind including legal fees on a substantial indemnity scale, hereinafter called “Claims” and including without limitation any Claims arising from any act of negligence of the Released Parties, that you now have, or may hereafter have against the Released Parties directly or indirectly resulting or arising from participation in the Promotion, or the acceptance, possession, use or misuse or enjoyment of any Offer.

Canada Bread reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Promotion (or to amend these Terms) in any way, in the event of any cause beyond the reasonable control of Canada Bread that interferes with the proper conduct of this Promotion as contemplated by these Terms, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Canada Bread reserves the right, in its

sole and absolute discretion, to cancel, amend or suspend this Promotion, or to amend these Terms, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever.

The personal information collected will only be used by Canada Bread and its authorized agents for the purpose of fulfillment and administration of this Promotion, unless otherwise authorized by the participant, and in accordance with Canada Bread's privacy policy (available at: at <http://www.canadabread.com/?privacy>).

The Sponsor's failure to insist upon or enforce strict performance of any right or provision of these Terms shall not constitute or be construed as a waiver of any right or provision. If any of the provisions (or parts thereof) contained in these Terms are determined to be void, invalid or otherwise unenforceable by a court of competent jurisdiction, such determination shall not affect the remaining provisions (or parts thereof) contained herein. The parties waive all rights to trial in any action or proceeding instituted in connection with these Terms, including, without limitation, the Promotion. Any controversy or claim arising out of or relating to these Terms and/or the Promotion shall be settled by binding arbitration on an individual basis conducted in the Province of Ontario, City of Toronto, and shall not be consolidated in any arbitration with any claim or controversy of any other party.

THESE TERMS AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE PROVINCE OF ONTARIO WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in the Terms and/or in connection with the entering of any judgment on an arbitration award in connection with these Terms and/or the Promotion, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the provincial and federal courts located in or closest to the City of Toronto in the Province of Ontario. The parties agree not to raise the defense of forum non conveniens.

7. Other General Conditions:

- a. The Toque is provided strictly on an "as is" basis without any warranties or representations whatsoever from the sponsor, whether express or implied. Should you encounter any issues with the Toque, you agree to take such issues directly to the manufacturer. Sponsor will not be responsible for any lost, stolen or damaged Toques. Sponsor is not responsible for any injury or loss of enjoyment involving the Toque.
- b. The parties have required that these Terms and all documents relating thereto be drawn up in English. *Les parties ont demandé que cette convention ainsi que tous les documents que s'y rattachent soient rédigés en anglais.*

Listings of specially marked packages of Ben's® or Dempster's® products, carrying the promotional offer and are available, while supplies last. Product availability to participate in this Giveaway is subject to availability at participating Sobey's stores.

© Copyright Canada Bread Company, Limited 2019. All Rights Reserved.

SCHEDULE 1:

UPC Code	Product Description	Size
60347-711007	Ben's Holsum White	500g
60347-712004	Ben's Holsum 100% Whole Wheat	500g

60347-722935	Ben's Xtra White - 15 Slice	600g
60347-722980	Ben's Xtra 100% Whole Wheat - 15 Slice	600g
60347-712943	Ben's Xtra Sandwich White - 18 Slice	600g
60347-712950	Ben's Xtra Sandwich 100% Whole Wheat - 18 Slice	600g
60347711113	Ben's Holsum White	570g
60347711168	Ben's Holsum 100% Whole Wheat	570g
60347711137	Ben's Xtra White	675g
60347711182	Ben's Xtra 100% Whole Wheat	675g
60347711120	Ben's Xtra Sandwich White	675g
60347711175	Ben's Xtra Sandwich 100% Whole Wheat	675g
60347-021588	Ben's Premium Hamburger	8 pack
60347-021571	Ben's Premium Hot Dog	8 pack
60347-525543	Ben's Premium Hamburger Seeded	8 pack
60347-523068	Ben's Holsum Hamburger	12 pack
60347-523631	Ben's Holsum Seeded Hamburger	12 pack
60347-523082	Ben's New England Hot Dog	12 pack
60347-523105	Ben's New England Hot Dog 6's - Seasonal	6 pack
60347-024404	Ben's English Muffins	6 pack
60347-524393	Ben's Whole Wheat English Muffins	6 pack

<u>UPC Code</u>	<u>Product Description</u>	<u>Size</u>
68721-72234	Dempster's Whole Grain 12 Grain	600g
68721-71248	Dempster's Whole Grain Multigrain	600g
68721-92291	Dempster's Whole Double Flax	600g
68721-71714	Dempsters Whole Grain 100% Whole Wheat	600g
98721-71250	Dempsters Whole Grain Ancient Grain	600g
68721-90249	Dempster's Whole Grain Wheat Oat & Honey	600g
68721-71732	Dempster's Whole Grain Oatmeal Brown	600g
68721-70443	Dempster's Bagels, Original	6 pack
68721-70444	Dempster's Bagels, Sesame	6 pack
68721-70445	Dempster's Bagels, Cinnamon Raisin	6 pack
68721-70447	Dempster's Bagels, 12 Grain	6 pack
68721-70446	Dempster's Bagels, WW	6 pack
68721-70442	Dempster's Bagels, Everything	6 pack
68721-70453	Dempster's Bagels, Maple French Toast	6 pack
68721-03808	Dempster's 7" Plain Pressed Tortilla	10 pack
68721-03809	Dempster's 7" Whole Wheat Pressed Tortilla	10 pack

68721-03841	Dempster's 7" Ancient Grain Tortilla	8 pack
68721-03811	Dempster's 10" Plain Pressed Tortilla	10 pack
68721-038139	Dempster's 10" Sundried Tomato Tortilla	6 pack

SCHEDULE 2

Region	Quantity
Atlantic	1,000
Total	1,000

Short Rules

*Purchase any 3 participating Ben's® or Dempster's® products at Sobeys between January 17th and February 28th, 2019 on one receipt. ** Toque may not be exactly as shown. While supplies last. Take a picture of your receipt and upload it to bensbakerytoque.ca. See official terms and conditions for full entry details and participating products.