

OFFICIAL RULES AND REGULATIONS

By entering this Contest, entrants agree to abide by these Official Rules (the “**Official Rules**”). The decisions of the Sponsor (defined below) with respect to all aspects of the Contest are final.

1. CONTEST PERIOD. This **Contest** is sponsored by Canada Bread Company, Limited (the “**Sponsor**”). The Contest begins at 12:01:00 AM Eastern Time (“**ET**”) on April 21, 2019 and ends at 11:59:59 PM Eastern Time (“**ET**”) on September 28, 2019 (the “**Contest Period**”).

2. ELIGIBILITY: Open only to legal residents of Canada, who have reached the age of majority in their province/territory of residence at the time of entry. Notwithstanding this, the Contest is not open to the employees, agents or representatives of the Sponsor (including their respective divisions, subsidiaries, affiliates and advertising or promotional agencies), and suppliers providing prizes or other materials or services in connection with this Contest (collectively, the “**Contest Parties**”). This Contest is also not open to any members of the immediate families of, or persons domiciled with, any of the Contest Parties. In these Official Rules, “immediate family” means mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse.

3. HOW TO ENTER: INTERNET ACCESS REQUIRED

STEP 1:

SHOP: Purchase any Dempster’s, POM, or Ben’s participating Hot Dog or Hamburger bun products.

STEP 2:

REGISTER: Complete the online registration form by entering a valid email address and phone number.

STEP 3:

COMPLETE REGISTRATION: A registration confirmation email will be sent by email.

STEP 4:

UPLOAD: a photo of the receipt, showing proof of purchase of any Dempster’s, POM, and Ben’s participating hot dog or hamburger bun products that you have purchased. Receipts must clearly show the Dempster’s, POM, Ben’s participating hot dog or hamburger buns participating products that have been purchased, retailer name, date, time, and transaction total. Click the “Submit Form” button to complete your submission (“**Request**”). Each receipt may only be submitted to the Contest once. Receipts submitted more than once will be disqualified. For each qualified submission that has been approved you will receive one entry into the Contest. Requests can be in multiple transactions. **Keep original receipts as they may be required for proof of purchase verification. Each receipt can only be used once. Submitting the same receipt for multiple purchases can result in disqualification from the Contest.**

Purchase and upload must both be completed from April 21, 2019 to September 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. Limits: Entrants may qualify to receive only ten (10) entries per day, per email address, per participant for the duration of the Contest Period.

Submission of Contest Form must be completed by 11:59:59 PM (ET) on the end of the weekly defined Contest Period, as defined in the “Weekly Contest Participation Period and Monthly Prize Draw Dates” to qualify for the weekly draw.

If you choose to use a wireless device, standard message and data rates may apply. In the event of a dispute as to who submitted an entry, the entry will be deemed to have been submitted by the authorized account holder of the phone and/or email address at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to a cellular telephone number/email account (as applicable) by a service provider. Selected entrants may be required to provide Sponsor with proof that he/she is the authorized account holder of the phone and/or email address associated with the selected entry.

NO PURCHASE NECESSARY

Step 1: ACCESS FREQUENTLY ASKED QUESTIONS. You will find a link to the *No Purchase Necessary* registration form.

Step 2: COMPLETE REGISTRATION: A confirmation email will be sent by email, be sure to check your inbox, spam or junk folder.

Step 3: Submit an essay of 25-50 words (the “Essay”) online, explaining why you would like to win a BBQ. For each original essay received the participant will then receive one (1) qualification point or entry into the contest. The participant must 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 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.

5. GRAND PRIZE DRAW: Random prize draws will be held as specified below. In the event that there are not enough Contest participants in any given Contest week. A random prize draw will be held at the end of the Contest period for any remaining Broil King® Keg™ 5000.

Weekly Contest Participation Period and Monthly Prize Draw Dates

Eight (8) Prizes Available to Won Weekly		
Potential winners will be selected by random draw		
Dempster’s Ontario – 3 Broil King® Keg™ 5000 available to win West – 2 Broil King® Keg™ 5000 available to win		
POM Quebec – 2 Broil King® Keg™ 5000 available to win		
Ben’s Atlantic – 1 Broil King® Keg™ 5000 available to win		
Contest Week		Monthly Prize Draw

	Weekly Participation Contest Period	
Week 1	From 12:01 am on April 21, 2019 to 11:59pm to April 27, 2019	May 8, 2019
Week 2	From 12:01am on April 28. 2019 to 11:59pm May 4, 2019	May 8, 2019
Week 3	From 12:01am on May 5, 2019 to 11:59pm to May 11, 2019	June 5, 2019
Week 4	From 12:01am on May 12, 2019 to 11:59pm to May 18, 2019	June 5, 2019
Week 5	From 12:01am on May 19, 2019 to 11:59pm to May 25, 2019	June 5, 2019
Week 6	From 12:01am on May 26, 2019 to 11:59pm to June 1, 2019	June 5, 2019
Week 7	From 12:01am on June 2, 2019 to 11:59pm on June 8, 2019	July 3, 2019
Week 8	From 12:01am on June 9, 2019 to 11:59pm to June 15, 2019	July 3, 2019
Week 9	From 12:01am on June 16, 2019 to 11:59pm June 22, 2019	July 3, 2019
Week 10	From 12:01am on June 23, 2019 to 11:59 pm on June 29, 2019	July 3,2019
Week 11	From 12:01am on June 30, 2019 to 11:59 on July 6, 2019	July 3, 2019
Week 12	From 12:01am on July 7, 2019 to 11:59pm on July 13, 2019	August 7, 2019
Week 13	From 12:01am on July 14, 2019 to 11:59pm on July 20, 2019	August 7, 2019
Week 14	From 12:01 am on July 21, 2019 to 11:59pm July 27, 2019	August 7, 2019
Week 15		August 7, 2019

	From 12:01am on July 28, 2019 to 11:59pm on August 3, 2019	
Week 16	From 12:01am on August 4, 2019 to 11:59pm on August 10, 2019	August 7, 2019
Week 17	From 12:01am on August 11, 2019 to 11:59pm on August 17, 2019	September 4, 2019
Week 18	From 12:01am on August 18, 2019 to 11:59 pm August 24, 2019	September 4, 2019
Week 19	From 12:01am on August 25, 2019 to 11:59pm on August 31, 2019	September 4, 2019
Week 20	From 12:01am on September 1, 2019 to September 7, 2019	October 2, 2019
Week 21	From 12:01am on September 8, 2019 to September 14, 2019	October 2, 2019
Week 22	From 12:01am on September 15, 2019 to September 21, 2019	October 2, 2019
Week 23	From 12:01am on September 22, 2019 to September 28, 2019	October 2, 2019

Prize fulfillment

Potential winners will be selected by random draw among all eligible entries received during the Contest Period to determine the weekly winner. Grand Prize selected entrants (each a **"Selected Entrant"**). Odds of winning depend on number of eligible entries received in each Region. Skill-testing question required.

The Selected Entrant(s) will be contacted by email, or telephone within two (2) business days of the Draw Date. If a Selected Entrant: (a) cannot be reached by email, or telephone within five (5) business days of the first attempt; (b) fails to correctly answer the skill-testing question (see rule 6); (c) fails to acknowledge the properly executed Release Form within the specified time (see rule 6); and/or (d) is otherwise deemed by the Sponsor to be in violation of these Official Rules; then he/she will be disqualified, will forfeit any and all rights to the Grand Prize and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible entries received in accordance with these Official Rules, who will be subject to disqualification in the same manner. The Sponsor will not be responsible for failed attempts to contact a Selected Entrant.

6. GRAND PRIZES: One Hundred and eighty four (184), each consisting of: one Broil King® Keg™ 5000 approx. retail value of each Grand Prize: \$1,200.). Shipping and handling included.

Grand Prizes must be accepted as awarded and may not be substituted or redeemed for cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right, at its sole discretion, to substitute a prize of greater or equivalent monetary value if a prize cannot be awarded as described for any reason.

None of the Contest Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of a Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from any of the Contest Parties should his/her Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of

any doubt, by accepting a Prize, each confirmed winner agrees to waive all recourse against the Contest Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

7. CONTEST WEBSITE:

Windows: IE 11, Edge, Google Chrome 60+, Mozilla Firefox 50+
 OSX: Safari, Google Chrome 60+, Mozilla Firefox 50+
 iOS: Safari
 Android: Chrome

8. PARTICIPATING PRODUCTS:

	DESCRIPTION	Count	UPC
ONTARIO			
	Dempster's Original Hamburger Buns	8 Count	68721008026
	Dempster's Original Hot Dog Buns	8 Count	68721008033
	Dempster's Original Whole Wheat Hamburger Buns	8 Count	68721008125
	Dempster's Original Whole Wheat Hot Dog Buns	8 Count	68721008132
	Dempster's Top Slice Hot Dog Bun	12 Count	68721008064
	Dempster's Originals Hot Dog Buns	12 Count	68721261087
	Dempster's Originals Hamburger Buns	12 Count	68721261094
	Dempster's Deluxe White Sausage Buns	6 Count	68721300144
	Dempster's Deluxe White Hamburger Buns	8 Count	68721300151
	Dempster's Deluxe the Gold Bun	8 Count	68721620921
COSTCO ONTARIO			
	Dempster's Deluxe Hamburger Buns	2 x 12 Count	4 00000 03538 3
	Dempster's Deluxe Hot Dog Buns	2 X 12 Count	4 00000 03539 0
	Dempster's Original Hamburger Buns	2 x 12 Count	68721261056
	Dempster's Original Hot Dog Buns	2 x 12 Count	68721261070
ATLANTIC			
	Ben's Original Hot Dog Buns	8 Count	60347021571
	Ben's Original Hamburger Buns	8 Count	60347021588
	Ben's Original Hamburger Buns	12 Count	60347523068
	Ben's Original New England Style Hot Dog Buns	12 Count	60347523082
	Ben's Original New England Style Hot Dog Buns	6 Count	60347523105
	Ben's Original Sesame Hamburger Buns	6 Count	60347525543
	Ben's Original Sesame Hamburger Buns	12 Count	60347523631
COSTCO EAST			

Ben's Gourmet Hot Dog Buns	6 Count	60347525529
Ben's Gourmet Hot Dog Buns	2 x 6 Count	60347525574
Ben's Hamburger Holsum Buns	2 x 12 Count	60347528018
Ben's Holsum New England Hot Dog Buns	2 x 12 Count	60347528025

WEST

Dempster's Original Hot Dog Buns	12 Count	68721022206
Dempster's Original Hamburger Buns	12 Count	68721022213
Dempster's Original Whole Wheat Hot Dog Buns	12 Count	68721222200
Dempster's Original Whole Wheat Hamburger Buns	12 Count	68721222217
Dempster's Deluxe White Hamburger Buns	8 Count	68339010824
Dempster's Deluxe White Sausage Buns	6 Count	68339001204
Dempster's Deluxe Whole Wheat Hamburger Buns	8 Count	68721020202

COSTCO WEST

Dempster's Deluxe Hamburger Buns	2 x 16 Count	68721300908
Dempster's Deluxe Hot Dog Buns	2 x 16 Count	68721300915
Dempster's Hot Dog Buns	2 x 8 Count	68721600916
Dempster's Hot Dog Buns	2 x 12 Count	55771396890
Dempster's Whole Wheat Hamburger Buns	2 x 8 Count	68721202080
Dempster's Hamburger Buns	2 x 12 Count	68721222231

QUEBEC

POM Ultra Moist Hot Dog Buns	6 Count	61077771156
POM Ultra Moist Hamburger Buns	6 Count	61077771163
POM Ultra Moist Hot Dog Buns	12 Count	61077771170
POM Jumbo Hamburger Buns	12 Count	61077771194
POM Ultra Moist Hot Dog Buns Le Gros	8 Count	61077771187
POM Ultra Moist Sesame Hamburger Buns	8 Count	61077771132
POM Sesame Le Gros Hamburger Buns	4 Count	61077771385

COSTCO QUEBEC

POM Sesame Hamburger Buns	2 x 12 Count	61077-77264
POM Sesame Hot Dog Buns	3 x 8 Count	61077-77318
POM Top Slice Hot Dog Buns	2 x 12 Count	61077271175
POM Sesame Le Gros Hot Dog Buns	8 Count	68721503521

9. WEEKLY PRIZES AVAILABLE BY REGION

Prizes Available by Region	Quantity
Ontario (Dempster's)	3
Atlantic (Ben's)	1
West (Dempster's)	2
Quebec (POM)	2

Total Weekly Prizes Available	8
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10. CLAIM CONDITIONS: To be declared a confirmed winner of a Grand Prize, each Selected Entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill- testing question. The Selected Entrant will also be required to acknowledge and return the Sponsor's Declaration and Release Form (the "**Release Form**"), which, among other things: (i) confirms compliance with the Official Rules; (ii) acknowledges acceptance of the Prize as awarded, without substitution; (iii) releases the Sponsor, the Contest Parties and their respective shareholders, directors, officers, employees, agents, representatives, governors, successors and assigns (collectively, the "Released Parties") from any liability in connection with the Prize or any portion thereof or this Contest; and (iv) agrees to the use of his/her name, address (city and province/territory) and/or photograph without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest. The Release Form will be made available to each Selected Entrant in electronic format (online) and must be acknowledged within the time period specified on the Release Form or the Prize will be forfeited in its entirety and nothing will be substituted in its place. Upon correctly answering the skill testing question and receipt of the duly completed Release Form by a representative of the Sponsor, the Prize will be shipped to the confirmed winner at the address on their entry within approximately six (6) to eight (8) weeks.

11. LIMITATION OF LIABILITY AND RELEASES: All entries become the property of the Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries, other materials and/or entrants. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Official Rules. Anyone deemed by the Sponsor to be in violation of these Official Rules for any reason is subject to disqualification in the sole and absolute discretion of the Sponsor at any time.

SOME JURISDICTIONS (INCLUDING QUEBEC) DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, THEREFORE SUCH EXCLUSIONS MAY NOT APPLY TO YOU. The Released Parties will not be liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of access to and use of the Contest, including without limitation: (i) 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, servers, access providers, computer equipment or software; (ii) the acceptance, possession, misuse or use of the Prize; (iii) 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 or b) any claims based on personality or privacy rights, defamation or prize delivery; (iv) the failure of any entry and/or other information or materials to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the Internet or at any website or due to late or lost entries; (v) anyone being incorrectly and/or mistakenly identified as a winner or Selected Entrant; and/or (vi) any combination of the above.

Except where prohibited by law, the parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest and any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the Province of Ontario, City of Toronto. These Official Rules 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 Official Rules and/or in connection with the entering of any judgment on an arbitration award in

connection with these Official Rules and/or the Contest, 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.

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

Broil King and their respective logos are trademarks or registered trademarks of Broil King Inc. Broil King is not a participant in or sponsor of this contest.

12. RIGHT TO VOID/TERMINATE/SUSPEND/ MODIFY: The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the “Régie”) in Quebec, to withdraw, amend or suspend this Contest (or to amend these Official Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Official Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is 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.

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to cancel, amend or suspend this Contest, or to amend these Official Rules, 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. Without limiting the generality of the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill, as it deems appropriate based on the circumstances and/or to comply with applicable law.

The Sponsor also reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Official Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant, entry and/or other information or materials with these Official Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Official Rules, or for any other reason.

13. GENERAL: If due to printing, production, online, internet, computer or other error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Official Rules, then, in addition to having the right to terminate the Contest immediately (subject to the approval of the Régie), the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible Prize claimants to award the correct number of Prizes. In no event whatsoever will the Sponsor or any of the Contest Parties be liable for more than the number, type and value of Prizes as stated in these Official Rules.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.

14. PROTECTION OF PERSONAL INFORMATION AND PUBLICITY RELEASE: By entering this Contest, each participant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using any personal information captured or submitted only for the purpose of administering the Contest and prize fulfillment and in accordance with the Sponsor’s privacy policy (available at:

<http://www.canadabread.com/?privacy>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

By accepting a prize, winner agrees to Sponsor's use of his/her name, city/province of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity Sponsor and its respective successors, assigns and licensees may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice, and hereby releases the Released Parties from any liability with respect thereto.

15. ENTRY VERIFICATION: The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, a copy of government issued photo identification (non-relevant personal information may be redacted)): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any entry and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Official Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the Sponsor's official time-keeping device(s).

16. OFFICIAL RULES: These full Official Rules are available on the Internet at contest site URL (www.summerbbq.ca) or French site www.BBQdete.ca.

17. CONSUMER INQUIRIES: Consumer service inquiries can be sent via www.canadabread.com/fr/contact-us

18. INTELLECTUAL PROPERTY: All intellectual property and all of the promotional materials, web pages and source code are owned by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized use or copy of any copyrighted material or trademarks without the express written consent of its owner is strictly prohibited.

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SHORT RULES

*Purchase any participating Dempster's®, POM®, and Ben's® hot dog or hamburger bun products between April 21 to September 28, 2019 and enter for a chance to win a ** Broil King® Keg™ 5000. Take a picture of your receipt and upload it to the Contest website, www.summerbbq.ca. May not be exactly as shown. While supplies last. See official Rules and Regulations for full entry details on the Contest website.