

Vachon "Winning box" Contest

Official Contest Rules

1. The Winning Box Contest (the "Contest") is being held by Vachon Bakery Inc. (the "Contest Organizers"). There are two ways to participate, either "Online" or "In-Store". The **Online portion** of the Contest runs from 12:00:01 am (ET) on October 1, 2018, until 11:59:59 p.m. (ET) on February 1, 2019 (the "Online Contest Period"). The **In-Store portion** of the Contest runs from October 1, 2018 until all specially-marked packages are sold or April 1, 2019, whichever comes first (the "In-Store Contest Period").

ELIGIBILITY

2. The Contest is open to legal residents of Canada who have reached the age of majority in their province or territory of residence at the time of entry, with the exception of officers, directors, employees, representatives, and agents of the Contest Organizers or any business, company, trust, or other legal entity controlled by or affiliated with the Contest Organizers, their advertising and promotion agencies, suppliers of material and services related to this Contest, and members of their immediate families (siblings, children, parents, or spouses, regardless of where they reside) and anyone with whom these officers, directors, employees, representatives, and agents reside whether or not related.

2.1. Each entrant must participate using only one (1) unique valid email address.

HOW TO ENTER

3. **No purchase necessary.** To enter, proceed as follows:

A. IN-STORE PORTION

3.1 Purchase a specially marked product of Vachon products set out in Appendix A (the "Participating Products") during the In-Store Contest Period. If inside the Participating Product you find an insert with the sentence "You have found a winning box" (the "Insert") send an e-mail to the e-mail address given and follow all instructions closely. See Rule 5 below. Keep the outer packaging of the Participating Product and the Insert because you may be asked to present it when claiming your prize, subject to the other conditions stipulated in these Official Contest Rules. Originals only; no reproductions of the winning Participating Product packaging or Insert will be accepted.

3.2 At the outset of the In-Store Contest Period, ten (10) randomly selected Participating Products will each be seeded with an Insert. Odds of finding an Insert are 10: 2,700,000 at the outset and will diminish as prizes are claimed. Prizes must be claimed no later than April 1, 2019. Any Insert found, or prize claim email sent

after that time will be void. Contest Organizers reserve the right not to award unclaimed prizes.

B. ON-LINE PORTION

To enter the online portion, internet access is required. Proceed as follows:

- 3.4 Visit www.happy-vachon.com (the "Website").
- 3.5 If this is your first online entry in the Contest, you must first create your account by completing the online form (the "Account Form") by entering your full name, your email address and your phone number with area code.
- 3.6 You must accept the rules and answer the mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise.
- 3.7 You may have the option to sign up to receive promotional emails from the Contest Organizers. Opting in or out will not impact your chances of winning.
- 3.8 Follow the online instructions to submit your Account Form.
- 3.9 You will then need to enter a unique code from a Participating Product. Follow the onscreen instructions to see if you are eligible to win one of the Online Prizes (defined below). If you are eligible to win an Online Prize, you will either receive an email or telephone call. See Rule 5 below for more information.

C. BONUS PIÑATA GAME:

- 4.0 During the Online Contest Period, go to the Website, and click "Play the Piñata of Coupons" link. Follow the online instructions to complete, submit your Account Form, and complete a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise.
- 4.1 Follow the online instructions to repeatedly click on the piñata to reveal whether you are eligible to win a Bonus Prize (defined below).

D. NO PURCHASE NECESSARY

4.2 To obtain a Participating Product for free, write an original, legible hand-written essay (the "Essay") of at least 200 words explaining why you would like to win one of the prizes offered, along with your full name, complete mailing address including postal code, phone number with area code, email address, and age. Each Essay must: (a) be the original work of the entrant; (b) not violate the intellectual property rights or privacy rights of any third party; and (c) be legible, intelligible, and in keeping with the corporate image of Vachon. You must include a self-addressed stamp envelope bearing sufficient return postage. Sign your letter and mail it to: Vachon Winning Box Contest, 85 Paul St. West, Suite 120, Montreal, Quebec, H2Y 3V4. The letter must be postmarked no later than February 1, 2019 and received by February 15, 2019, otherwise it will be null and void. In the case of no purchase requests received between January 15, 2019 and January 31, 2019, a unique code will be sent to you by email to allow participation during the Online Contest Period. Provided that your letter is received on or before February 15, 2019, a reply including a coupon for a Participating Product will be mailed to you. Please allow ten (10) days for processing. Use the coupon to obtain one (1) free Participating Product at any

participating store, and from there follow the instructions above to participate in the Contest. Limit: Five (5) no purchase requests per person.

PRIZES

4. 1 The following prizes are available to be won:

A. IN-STORE PORTION:

There are ten (10) In-Store Prizes available to be won at the outset of the Contest Period, each consisting of \$2,000 (two thousand dollars) awarded in the form of a cheque payable to the winner. Odds of winning an In-Store Prize are 10:2,700,000 at the outset of the In-Store Contest Period. Odds and number of In-Store Prizes available will diminish as prizes are claimed during the In-Store Contest Period.

B. ONLINE PORTION:

There following prizes are available to be won at the outset of the Online Contest Period (each an "Online Prize"):

- 25 prizes each consisting of \$100 (one hundred dollars), awarded in the form of a cheque payable to the winner; OR
- 700 Vachon product coupons (approx. retail value: \$3.69 each), redeemable for one (1) free Vachon product.
- 1,333 Vachon product coupons (approx. retail value: \$3.69 each), redeemable for one (1) free Vachon product when you buy another Vachon product of equal or greater value.

Odds of winning an Online Prize depend on the number of eligible entries received, and will be awarded randomly during the Online Contest period. The number of Online Prizes available will diminish as prizes are claimed during the Online Contest Period.

C. BONUS PIÑATA GAME:

The following prizes are available to be won at the outset of the Online Contest Period in the Bonus Piñata Game (each, a Bonus Prize):

- 10 000 Vachon product coupons redeemable for .50 cents off a Vachon product.
- 5 000 Vachon product coupons redeemable for \$1.00 off a Vachon product.

Odds of winning a Bonus Prize depend on the time of play and the number of eligible entries received, and will be awarded randomly during the Online Contest Period. The number of Bonus Prizes available will diminish as prizes are claimed.

4.2 Prizes will only be delivered to verified winners. Winner verification will take place at 85 Paul St. West, Suite 120, Montreal, Quebec, H2Y 3V4. All winner verification must be completed by 11:59:59 PM ET on April 15, 2019. See Rule 5 for more information on winner verification.

4.3 Prizes must be accepted as described in these Official Contest Rules and may not be transferred to another person, substituted for another prize, or exchanged for cash. Contest Organizers are not responsible for printing problems, loss, theft, damage, degradation or unauthorized access or use. Coupons may only be printed once, cannot be combined with another offer or promotion, and are subject to the terms and conditions printed on them.

4.4 There is a limit of one (1) Online Prize awarded per person.

AWARDING OF PRIZES

IN-STORE PORTION

5. In order to be declared a winner, eligible participant for **In-store portion** of the Contest must:

5.1 Send an email to the email address provided on the Insert before 11:59:59 pm ET on April 1, 2019. The email must contain all the information required in the instructions on the Insert, including the PIN code.

5.2 be reached by phone by a representative of the Contest Organizers within ten (10) business days after (i) the participant email, or (ii) have received a declaration form by e-mail.

5.3 correctly answer the mathematical skill-testing question administered on the declaration form.

5.4 complete and sign the declaration and release of liability (the "declaration form") that will be sent by email by the Contest Organizers, stating that he or she has complied with all the conditions stated in these Official Contest Rules, and releasing the Contest Organizers, Canada Bread Company, and all parties responsible for the organization of the Contest from liability. Return the release form so it is received by Contest Organizers within ten (10) business days of its receipt.

5.5 Provide photo identification and the original Insert, if requested.

ONLINE PORTION

6. In order to be declared a winner,

6.1: For the \$100 cheque prizes, the eligible entrant must :

6.1.1. be reached by phone by a representative of the Contest Organizers within ten (10) business days after the successful online play;

6.1.2. have correctly answered the mathematical skill-testing question administered on the Account Form;

6.1.3. complete and sign the declaration and release of liability (the "declaration form") that will be sent by email by the Contest Organizers, stating that he or she

has complied with all the conditions stated in these Official Contest Rules, and releasing the Contest Organizers, Canada Bread Company, and all parties responsible for the organization of the Contest from liability. Return the release form so it is received by Contest Organizers within ten (10) business days of its receipt.

6.2. For the Vachon coupon, the eligible entrant must:

6.2.1 have correctly answer the mathematical skill-testing question administered on the Account Form.

6.2.2. have given a valid email address, as the prize will be awarded instantly by email. Please check your Junk and Spam email boxes.

7. A participant who fails to meet any of the conditions mentioned in these Official Contest Rules or to accept his or her prize will be disqualified. Contest entries and declaration forms are subject to verification by the Contest Organizers. Any document that is incomplete, illegible, mutilated, fraudulent, registered or submitted late or that bears an invalid email address or phone number or an incorrect answer to the mathematical skill-testing question or is otherwise noncompliant shall be rejected and will not be eligible to be entered or win a prize.

8. Within two (2) to four (4) weeks of receipt of the duly completed and signed declaration forms, the Contest Organizers will send each verified winner their prize by mail or email (when possible) or contact the winner to explain how to claim the prize.

Personal Information

9. Personal information gathered from Contest entrants will be used by the Contest Organizers and its authorized agents or representatives only for Contest administration and fulfilment of prizes. No form of business or other communication unrelated to this Contest will be sent to entrants unless expressly authorized by them. By claiming a prize, winners grant permission to the Contest Organizers and their representatives to use his or her name, photograph, likeness, voice, place of residence, and/or statement about the prize for publicity purposes, without compensation of any kind, to the fullest extent permitted by law. Prize winners may be required to sign a form to this effect. For information about how the Contest Organizers manage your personal information, please see our Privacy Policy at happy-vachon.com/privacy.

LIMITATIONS OF LIABILITY:

10. Contest Organizers are not liable for the malfunction of the Contest Website, any computer components, software, or communication lines, relating to the loss or absence of network communication capability, or for any faulty, incomplete, incomprehensible, or erased computer or network transmissions, or for any late, lost, delayed, damaged, or postage due submission that may hinder or prevent any individual from entering the Contest or claiming a prize. The Contest Organizers are also not liable for any damage or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any web page, software, or other item, or the transmission of any information with a view to entering the Contest.

11. By entering or attempting to enter this Contest, all entrants absolve the Contest Sponsors of all liability for any damages they may incur by entering or attempting to enter the Contest.
12. Without limiting the limitations of liability set forth elsewhere in these Official Contest Rules and/or the declaration, and for greater certainty, the Contest Organizers will not be liable for: a) any incomplete or inaccurate information, which may occur in the submitting and/or processing any prize claim; b) the theft, loss, destruction or unauthorized access to, or alteration of, winning Participating Product packaging, Leaflets or other Contest mechanics; c) any typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, these Official Contest Rules, the selection (if applicable) and/or announcement of eligible winner(s), and/or the distribution of any Prize(s); and/or e) any combination of the above.

ERRORS, ETC.:

13. Any Participating Product packaging, Leaflets, or other materials used in this Contest that have been tampered with, mutilated, altered, forged, reproduced, not legitimately obtained, stolen, are illegible, broken or otherwise damaged, or which contain or reflect printing, production, seeding or other errors will be void. In no event will more than the stated number of prizes in any category be awarded. In the event of any production, seeding, programming or other error, or if for any other reason, more claims are received than there are applicable prizes in any category, the prizes not yet awarded may be awarded in a random drawing amongst all eligible claimants who have not yet received a prize. In any such drawing, the selected entrant must correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise, and execute any documents as may be required before being declared a winner.

RIGHT TO TERMINATE, SUSPEND OR AMEND:

14. The Contest Organizers reserve the right, at their sole discretion subject only to the Régie des alcools des courses et des jeux in Quebec, if required, to cancel, terminate, amend or suspend this Contest, in whole or in part, without prior notice except to the terminate, modify, or suspend the contest, in whole or in part, in the event that any error in production, distribution, seeding, printing or any error or event impacts or affects the administration, security, impartiality, or operation of the Contest as provided herein.

Disqualification and exclusion.

15. The Contest Organizers reserve the right, at their sole discretion, to disqualify a participant, void one or more of his or her entries, or exclude such an individual from any future promotions and contests held by the Contest Organizers in the event that Contest Organizers finds or believes any individual enters or attempts to enter the Contest using means that are contrary to the Official Contest Rules; tampers with Participating Product packaging, Leaflets, the prize claim process or the operation of the Contest; or acts in an unsportsmanlike or disruptive manner. ANY ATTEMPT BY ANY CLAIMANT OR ANY OTHER PERSON TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, CONTEST ORGANIZERS RESERVES THE RIGHT REPORT SUCH CONDUCT TO THE APPLICABLE AUTHORITIES AND TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

16. **Website operation.** The Contest Organizers do not guarantee in any way that the contest Website or any related website will be accessible or functional without interruption throughout the Contest Period, or that it will be free of errors.
17. **Entrant identification.** In the event of a question as to the identity of an entrant, the entrant shall be deemed to be the person who: (a) in the case of the In-Store portion, was first identified in any prize claim telephone call, or (b) in the case of the Online Portion, the authorized account holder of the email address submitted on the Entry Form. The "authorized account holder" is the natural person assigned an email address by an access provider, service provider, or other person or organization responsible for assigning email addresses for the account associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.
18. **Decisions by the Contest Organizers.** Any decision of the Contest Organizers or their representatives regarding this contest are final and binding, subject to any decision by Régie des alcools, des courses et des jeux du Québec with respect to any matters under its jurisdiction.
19. **QUEBEC RESIDENTS ONLY.** For Quebec residents, any disputes about the organization or conduct of a promotional contest may be submitted to Régie des alcools, des courses et des jeux for a ruling. Disputes regarding the awarding of prizes may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
20. **General.** Winning a prize is contingent on fulfilling all the requirements set forth herein. Mass entries, automated entries, entries submitted by third parties, and any entries or prize claims that are late, incomplete, fraudulent, illegible, unidentified or delayed will be void. Participating Products, Leaflets, or other materials that have been altered, tampered with, contain printing, manufacturing, shipping or production errors, or which are unclaimed after the close of the applicable Contest Period are void. All entries and prize claims are subject to verification. Proof of entry submission does not constitute proof of receipt. Entrants agree to abide by these Official Contest Rules. Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited. Contest Organizer'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 Contest Rules shall not affect the validity or enforceability of any other provision. Without limiting the generality of the forgoing, the Contest Organizers reserve the right, in their 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. If any provision of the Official Contest 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. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Contest Organizers his/her prize, or the cash value thereof.

APPENDIX A – PARTICIPANTS PRODUCTS

Products	Quantité de gâteaux	Poids	UPC
Ah caramel! — L'original de Vachon	12 cakes	336 g	0-60737-05301-4
Jos Louis — L'original de Vachon	6 cakes	324 g	0-60737-05600-8
Passion Flakie Pomme-Framboises de Vachon	6 cakes	305 g	0-60737-05211-6
1/2 Lune à la vanille de Vachon	6 cakes	282 g	0-60737-05132-4
May West de Vachon	6 cakes	324 g	0-60737-05404-2