

Vachon Spring Campaign:

\$1,000 a year for 10 years Contest

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Mini Game Contest

Official Contest Rules

The \$1,000 a year for 10 years Contest and the Mini Game Contest (together the "Contest") is being held by Vachon Bakery Inc. (the "Contest Organizer"). The Contest runs from 12:00:01 am (ET) on April 15, 2019, until 11:59:59 p.m. (ET) on August 15, 2019 (the "Online Contest Period").

ELIGIBILITY

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. To participate to this Contest on Internet, cookies must be accepted.

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

\$1,000 a year for 10 years Contest

HOW TO ENTER

To enter the \$1,000 a year for 10 Years Contest, internet access is required. Follow these steps to participate follows:

Step 1: Visit www.happy-vachon.com (the "Website").

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 province of residence.

Step 2: You **must** accept the Contest rules to participate and check the captcha to confirm you're not a robot.

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.

Step 3: Follow the online instructions to **SUBMIT** your completed Account Form.

Step 4: Enter a unique or ten (10) character alphanumeric entry code from a Participating Products (See below for the list) ("Pin Code") or enter a unique nine (9) character alphanumeric entry code given as a prize from the Mini Game Contest. Follow the onscreen

instructions to see if you are eligible to win one of the Instant Prizes (defined below). If you are eligible to win an Instant Prize, you will either receive an email or a phone call. See Rule PRIZES below for more information.

If you win an Instant Prize of a promotional item other than coupons, you will need to complete an online form by entering your telephone number, full address, city, postal code and province. You will also need to answer correctly the mathematical skill-testing question without assistance of any kind on the online form.

If you win an Instant Prize consisting of a coupon, you will need to answer correctly the mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise on the back of the coupon.

There are no limits to the number of Pin Codes you can enter during the Contest Period.

HOW TO ENTER WITH NO PURCHASE NECESSARY

To obtain your first entry into the Contest, write an original, legible hand-written essay (the "Essay") of at least 1000 words explaining why you would like to win 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 Contest, 85 Paul St. West, Suite 120, Montreal, Quebec, H2Y 3V4. The letter must be postmarked no later than August 1, 2019 and received by August 13, 2019, otherwise it will be null and void. In the case of no purchase requests received between August 1, 2019 and August 14, 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 August 13, 2019, a reply including one (1) Pin Code, will be mailed to you. Please allow ten (10) days for processing.

To obtain subsequent entries into the Contest up to the limit of five (5) write an original, legible hand-written essay (the "Essay") of at least 200 words explaining why you would like to win 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 Contest, 85 Paul St. West, Suite 120, Montreal, Quebec, H2Y 3V4. The letter must be postmarked no later than August 1, 2019 and received by August 13, 2019, otherwise it will be null and void. In the case of no purchase requests received between August 1, 2019 and August 14, 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 August 13, 2019, a reply including one (1) Pin Code will be mailed to you. Please allow ten (10) days for processing

Limit: Five (5) no purchase entries per person during the Contest Period.

PRIZES

There are a total of four thousand three hundred and fifty six (4,356) prizes offered, for an approximate total retail value of \$31,969, consisting of one (1) Grand Prize (as described below) and four thousand three hundred and fifty five (4,355) Instant Prizes (as described below):

GRAND PRIZE

There is one (1) Grand prize available to be won at the outset of the Contest Period, consisting of \$1,000 for 10 years for a total of \$10,000 (ten thousand dollars) awarded in the form of 1) interac transfer valued of One Thousand (\$1,000) dollars each year during 10 years from a bank account at the name of the winner, or 2) 1 cheque of Ten Thousand (\$10,000) dollars payable to the winner. Odds of winning the Grand prize depend on the number of eligible entries received, and will be awarded by random draw on August 30, 2019 at 2:00:00 p.m. (ET).

You will be required to enter 5 unique pin codes to receive your first entry for the Grand Prize draw. With each subsequent pin code after the initial 5, you will receive one additional entry for the Grand Prize draw.

INSTANT PRIZES

There are four thousand three hundred and fifty five (4,355) Instant Prizes available to be won at the outset of the Contest Period (each an "Instant Prize"). The Instant Prizes consist of:

Two hundred fifty (250) Vachon socks (approx. retail value: \$15.00 each), send by mail to the winner;

Two hundred fifty (250) Vachon pop sockets for cellphone (approx. retail value: \$3.00 each), send by mail to the winner;

Two hundred fifty (250) Vachon towels (approx. retail value: \$20.23 each), send by mail to the winner;

Two hundred fifty (250) Vachon bags (approx. retail value: \$15.00 each), send by mail to the winner;

Two thousand two hundred (2,200) \$2 discount coupons applicable to Vachon product;

One thousand fifty-five (1,155) 2 for 1 discount coupons applicable to Vachon product.

Coupons are redeemable in store for a Vachon product, subject to product availability in store. The following terms and conditions apply to the coupons:

They must be printed by the entrant and presented at time of transaction;
They are non-refundable and non-exchangeable for their cash value;
In case of printing problem, loss, theft, damage, degradation or nonauthorized use, they will not be refunded or replaced;

They may not be reproduced;
Coupons to be printed may only be printed once;
They cannot be combined with another offer or promotion;
They are subject to all other applicable terms, conditions and restrictions indicated on them or that may be communicated to the winners by the Contest Organizers.

Prizes are awarded based on an algorithm that determines at random whether the entrant has a winning entry. Therefore, the odds of winning will vary during the Contest Period based on the number of entrants so that the prizes are awarded throughout the Contest. There is a limit of one (1) prize per person per game.

You will be required to enter one (1) Pin Code for a chance to win an Instant Prize.

MINI GAME CONTEST

The Mini Game Contest will be available on the Contest Website for the Contest Period. NO PURCHASE NECESSARY to enter.

HOW TO ENTER

To enter the Mini Game Contest, internet access is required. Follow these steps to participate:

Step 1: Visit www.happy-vachon.com (the "Website") during the Contest Period.

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 province of residence.

Step 2: You **must** accept the Contest rules to participate and check the captcha to confirm you're not a robot.

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.

Step 3: Click "Play the Gift Game". Follow the online instructions to click on the gift to reveal whether you are eligible to win a Mini Game prize (defined below).

MINI GAME PRIZES:

In total, six thousand seven hundred and fifty (6,750) prizes are offered, for an approximate total retail value of \$3,125:

The following prizes are available to be won at the outset of the Online Contest Period in the Game (each, a Bonus Prize) and you can only win a maximum of one of each:

Two thousand (2,000) Pin Codes;

Two thousand five hundred (2,500) \$0.50 discount coupons applicable to Vachon product;

One thousand five hundred (1,500) \$0.75 discount coupons applicable to Vachon product;

Seven hundred fifty (750) 1\$ discount coupons applicable to Vachon product;

Coupons are redeemable in store for a Vachon product, subject to product availability in store. The following terms and conditions apply to the coupons:
If you win an Online Mini Game prize (one unique 10 character alphanumeric entry code), you will need to answer correctly the mathematical skill-testing question without assistance of any kind, on the online form.

If you win a Mini Game Contest prize consisting of a coupon, you will need to answer correctly the mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise on the online form.

They must be printed by the entrant and presented at time of transaction;

They are non-refundable and non-exchangeable for their cash value;

In case of printing problem, loss, theft, damage, degradation or nonauthorized use, they will not be refunded or replaced;

They may not be reproduced;

Coupons to be printed may only be printed once;

They cannot be combined with another offer or promotion;

They are subject to all other applicable terms, conditions and restrictions indicated on them or that may be communicated to the winners by the Contest Organizers.

The number of Mini Game Contest prizes available will diminish as prizes are claimed.

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 August 15, 2019. See below for more information on winner verification.

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.

Limits

Entrants must respect the following limits otherwise they may be disqualified:

Limit of five (5) entries per day [from 12:00:01 a.m. (ET) to 11:59:59 p.m. (ET)] which consist of five (5) entry with a unique 10 character alphanumeric entry code.

Use of one (1) email address per person when the entrant has more than one;

Limit of one (1) Online Instant Prize awarded per person;

Limit of one (1) Online Mini Game prize awarded per person;

Limit of one (1) entry per week [from 12:00:01 a.m. (ET) to 11:59:59 p.m. (ET)] which consist of one (1) entry for the Online Mini Game prize.

AWARDING OF PRIZES

GRAND PRIZE

In order to be declared a winner, eligible participant for **the grand prize** of the Contest must:

- Be reached by phone by a representative of the Contest Organizers within ten (10) business days of the winning entry being draw.
- 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.
- Correctly answer the mathematical skill-testing question administered on the declaration form.
- Provide photo identification, if requested.

Failure to comply with one of the conditions mentioned in these Contest Rules or to accept the prize within the timeframe given will cause the selected entrant to be disqualified and the prize will go back into the pool of available prizes.

Within four (4) to six (6) weeks following receipt of the duly completed and signed Declaration Form, the Contest Organizers will deliver their prize to the winners by mail.

INSTANT PRIZES

DISCOUNT COUPONS

For the Vachon discount coupon of \$2 and 2 for 1, the eligible entrant must:

- Must correctly answer the mathematical skill-testing question on the online form.

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

Have to print the coupon to win the prize. Make sure that your device and printer are connected correctly when printing your coupon as you will only be allowed to access fourth the web page containing the coupon. However, each coupon may only be printed once. Present the printed coupon in stores. Subject to verification of your answer, you will receive your prize if you complied with these Contest Rules.

PROMOTIONAL ITEMS (SOCKS, POP SOCKET, TOWEL OR BAG)

If the prize consists of a promotional item such as socks, pop socket, towel or bag, it will be sent by mail to the postal address that you indicated when you entered the Contest by the Contest Organizers within four (4) to six (6) weeks following your entry being selected for one of these prizes.

In the case of a promotional item prize you will need to complete :

- an online form by entering your telephone number, full address, city, postal code and province
- answer correctly the mathematical skill-testing question appearing on the form.

Subject to verification of your answer, you will receive your prize if you complied with these Contest Rules.

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.

Within four (4) to six (6) weeks of receipt of the winners' name, the Contest Organizers will send each winner their prize by mail (when possible) or contact the winner to explain how to claim the prize.

MINI GAME PRIZES

DISCOUNT COUPONS OR PIN CODE

For the Vachon discount coupon of \$0.50, \$0.75 or \$1, the eligible entrant must:

- have correctly answer the mathematical skill-testing question on the online form.
- have given a valid email address, as the prize will be awarded instantly by email. Please check your Junk and Spam email boxes.
- have to print the coupon to win the prize. Make sure that your device and printer are connected correctly when printing your coupon as you will only be allowed to access fourth the web page containing the coupon. However, each coupon may only be printed once. Present the printed coupon in stores. Subject to verification of your answer, you will receive your prize if you complied with these Contest Rules.

For the unique 10 Character Alphanumeric Entry code, the eligible entrant must:

- Must correctly answer the mathematical skill-testing question on the online form.
- Must provide a valid email address, as the prize will be awarded instantly by email. Please check your Junk and Spam email boxes. Subject to verification of your answer, you will receive your prize if you complied with these Contest Rules.

GENERAL TERMS AND CONDITIONS

PERSONAL INFORMATION

- 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 www.joyeux-vachon.com/privacy.pdf

LIMITATIONS OF LIABILITY

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.

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.

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.:

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:

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

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.

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.

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.

DECISIONS BY 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 Quebec with respect to any matters under its jurisdiction.

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.

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 – PARTICIPATING PRODUCTS**

Products	Weight	UPC
Ah caramel! — The original	336g	0-60737-05301-4
Jos Louis — The original	324g	0-60737-05600-8
Apple Rasberry Passion Flakie	305g	0-60737-05211-6
Vanilla ½ Moon	282g	0-60737-05132-4
May West — The original	324g	0-60737-05404-2
Swiss Rolls — Original	320g	0-60737-05006-8