



“GO POM GO!”® CONTEST RULES

(“Official Rules”)

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

The “Contest Period” runs from January 24, 2019, 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 March 6, 2019.

2. ELIGIBILITY

The Contest is open to legal residents of Quebec, New Brunswick and Ontario 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.gopomgo.ca (the “Contest Website”), and follow the on-screen instructions in the section. To register, you will need to provide your first name, last name, province of residence, address, email address, province and telephone number and a minimum of one (1) POM® BREAD UPC CODE. **Limit** of one (1) registration per POM® BREAD UPC CODE, per day, per person and per postal address. **Limit** of twenty (20) different POM® BREAD UPC CODES per day, per person and per postal address. Duplication may result in disqualification.

To obtain additional entries, the participant may:

A. POM® BREAD UPC CODE: During the Contest Period, locate a ten (10)-character UPC code consisting of numbers printed on the packages of POM® breads, and follow the on-screen instructions on the Contest Website to enter the POM® BREAD UPC CODE. You will need to enter the last five (5) digits in order to enter. The POM® UPC CODES located on the packages are each worth one (1) entry to the subsequent Secondary Prize random draws and Grand Prize random draws. **Limit** of twenty (20) different POM® BREAD UPC CODES per day, per person and per postal



address and of eight hundred and forty (840) POM® BREAD UPC CODES per person for the duration of the Contest Period. Any attempt to exceed these limits may result in disqualification from the Contest.

B. PROMOTIONAL CODE (PROMO CODE) : Locate a unique code, consisting of numbers and/or letters on selected platforms which are television, radio, Facebook, promotional emails and web during the Contest Period (each, a “PROMOTIONAL CODE”) and follow the on-screen instructions on the Contest Website to enter the PROMOTIONAL CODE. The PROMOTIONAL CODES located on the selected platforms are each worth one (1) entry to the subsequent Secondary Prize random draws and Grand Prize random draws. No purchase is required to obtain a PROMOTIONAL CODE. **Limit** of ten (10) PROMOTIONAL CODES per person for the duration of the Contest Period. Any attempt to exceed these limits may result in disqualification from the Contest.

To obtain a POM® BREAD UPC CODE without purchase, **hand print an essay** of 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 and indicate “GoPOMGo! Contest”. The participant will then receive a POM® BREAD UPC CODE by email that will allow the participant to enter the Contest by following the instructions above. The POM® BREAD UPC CODE allows one (1) entry to the subsequent Secondary Prize random draws and Grand Prize random draws. 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 five (5) business days for your no-purchase UPC code request to be processed. **Limit:** Limit of one (1) no-purchase request per person per day, and a limit of twenty (20) requests during the Contest Period. No purchase requests must be received by fax no later than February 25, 2019 at 11:59 pm ET. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest.

Participating products subject to availability and while supplies last:

The UPC code of any POM® brand product can be used to participate in the contest.

4. Bonus Entry Opportunities

There is one (1) way to collect bonus entries for the Contest.

Subscribe by Email: When a registered participant subscribes to receive POM® communications by email (information, contests and/or coupons), during the Contest Period they will automatically receive one (1) entry to the subsequent Secondary Prize random draws and Grand Prize random 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.



Limit of eight hundred and forty (840) POM® BREAD UPC CODES, ten (10) PROMOTIONAL CODES and one (1) bonus entry for the subscription by email per person, bringing the total limit to eight hundred and fifty-one (851) chances per person for the duration of the Contest Period.

PRIZES

5. SECONDARY PRIZES

The Secondary Prizes random draws will be held between February 14 and March 7, 2019 from all eligible entries received during the Contest Period (as described in the table below). Odds of winning depend on the number of entries received at the time of each random draw. Non-winning entries will be carried forward to subsequent random draws. There are twenty (20) Secondary Prizes available to be won at the outset of the Contest Period. The total number available to be won will diminish as awarded. Random draws will be held at 11:00 am ET at C.P. 22, succ. Place du Commerce in Brossard, Quebec, J4W 3L5 by Active Promo Marketing inc., an independent organization responsible for managing the random draws, from all eligible entries received by 11:59 pm ET the day preceding the random draw date.

Each Secondary Prize consists of one (1) year of free POM® brand bread (an approximate retail value of 200\$ each) delivered in the form of coupons. Each Secondary Prize consists of 52 coupons, each coupon being redeemable for one (1) free package of POM® brand bread. **Limit:** Limit of one (1) Secondary Prize per email address and per postal address during the Contest Period. See additional prize conditions in Rule 7 below.

Secondary Prizes	Approx. Retail Value	Random draw dates	Entry deadlines	Number of prizes
POM® breads delivered in the form of 52 coupons, each coupon being redeemable for one (1) free package of POM® brand bread	\$200	February 14, 2019	February 13, 2019	5
	\$200	February 21, 2019	February 20, 2019	5
	\$200	February 28, 2019	February 27, 2019	5
	\$200	March 7, 2019	March 6, 2019	5

Before being declared a winner, the selected entrant will be contacted by telephone or email within seven (7) business days of the random draw and must satisfy the Prize Claim conditions in Rule 8 below.

6. GRAND PRIZES

The Grand Prize random draws will be held between February 14 and March 7, 2019 from all eligible entries received during the Contest Period. Odds depend on the number of entries received at the time of each random draw. Non-winning entries will be carried forward to subsequent random draws. There are four (4) Grand Prizes available to be won at the outset of the



Contest Period. The total number available to be won will diminish as prizes are awarded. Random draws will be held at 11:00 am ET at C.P. 22, succ. Place du Commerce in Brossard, Quebec, J4W 3L5 by Active Promo Marketing inc., an independent organization responsible for managing the random draws, from all eligible entries received by 11:59 pm ET the day preceding the random draw date.

Each Grand Prize consists of four (4) luxury suite tickets at Bell Centre to see the Bleu-blanc-rouge on March 23, 2019, at the Bell Centre, Montreal including:

- One meal for each of the winner and their three (3) guests served in the suite
- \$100 for the winner.

Approximate retail value of each Grand Prize: \$3000. Before being declared a winner, the selected entrant will be contacted by telephone or email within four (4) business days of the random draw and must satisfy the Prize Claim conditions in Rule 8 below. See also additional prize conditions in Rule 7 below.

Limit of one (1) Grand Prize per person and per household for the Contest. Prize does not include travel or other additional expenses.

All random draws will be held at 11:00 a.m. ET, on the dates specified below, in Montréal, Québec, by Active Promo Marketing, an independent organization responsible for managing the random draws.

Grand Prize	Approx. Retail Value	Random draw dates	Entry deadlines	Number of prizes
4 luxury suite tickets	\$3 000	February 14, 2019	February 13, 2019	1
	\$3 000	February 21, 2019	February 20, 2019	1
	\$3 000	February 28, 2019	February 27, 2019	1
	\$3 000	March 7, 2019	March 6, 2019	1

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 and guests, 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, including without limitation, due to game cancellation. Prizes will be delivered to verified winners only. Sponsor will not replace any lost or stolen prizes.



The winner and guests of any prize assume responsibility for any and all damages, losses, death or injuries of any kind that may occur while travelling to/from, participating or using the prize, any prize-related activity, or any goods or services for which the prize is redeemed.

Winners of the Grand Prizes and their guests must sign and return to the Sponsor a Declaration, Acceptance and Release Form which includes a publicity release (inclusive of filming activities to occur during prize-related activities) and releases and indemnifies the Sponsor 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, use, misuse and/or participating in his or her prize. If a Grand Prize winner is under the age of majority in the province in which s/he resides, s/he must be accompanied by his or her parent/legal guardian as a guest.

8. CLAIMING OF PRIZES

Secondary Prize

In order to be declared the winner of a Secondary 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 seven (7) business days of being selected;
- ii. He or she must complete and return (by email or fax) the Declaration, Acceptance and Release Form described above within fifteen (15) business days of its receipt; if the winner is a minor of thirteen (13) years old or older, the Declaration, Acceptance and Release Form must also be signed by the winner's parent or legal guardian. The Declaration, Acceptance 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;
- iii. He or she must correctly answer the mathematical skill-testing question on the Declaration, Acceptance and Release Form, without assistance of any kind (whether mechanical or otherwise).

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.

Grand Prize

In order to be declared the winner of a 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 four (4) business days of being selected;



- ii. He or she must complete and return (by email or fax) the Declaration, Acceptance and Release Form described above within three (3) business days of its receipt; if the winner is a minor of thirteen (13) years old or older, the Declaration, Acceptance and Release Form as well as a Permission Form must also be signed by the winner's parent or legal guardian. The Declaration, Acceptance 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;
- iii. He or she must correctly answer the mathematical skill-testing question on the Declaration, Acceptance 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.

Sponsor is not responsible if a selected entrant is unable to attend the prize game for any reason, including but not limited to having insufficient time to travel to the event. Sponsor reserves the right not to award any prizes that remain unclaimed as of 10:00 am ET on March 18, 2019.

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 of personal information by the Sponsor for the purposes of Contest administration and prize fulfilment. To the full extent permitted by law, winners and their guests 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 the 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.

Liability limit: use of the Prize. By entering the Contest, any entrant selected for the Prize releases and holds harmless the Contest Organizer, Facebook, Inc., and any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, Le Club de hockey Canadien Inc. (the “**Supplier**”), their employees, representatives and agents (the “**Released Parties**”) from and against any damage resulting from the acceptance or use of the Prize.

Without limiting the foregoing, participants also release the Sponsor, the Promotions Entities, Facebook and any other applicable social media platforms, 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 is 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

Subject to first obtaining the approval of the Régie des alcools, des courses et des jeux (the “Régie”) 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, subject to the approval of the Régie.

17. QUEBEC RESIDENTS ONLY

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.

18. SOCIAL MEDIA

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