

FREE Hamilton Beach® Toastation™ II Toaster & Oven Offer!

FULL TERMS AND CONDITIONS

To participate, go to thinkbreadinstead.ca and click on the "*FREE Toastation Offer*" promotional banner. On the Home Page, select the "Enter for the first time" tab. Fill out the contact information page (first name, last name, complete mailing address, gender, date of birth and daytime telephone number). You must then enter your email address and select a password to be used during your subsequent visits. Enter the validation code exactly as shown, accept the Terms and Conditions and press "Submit." You will automatically be on Your Account page and you can register a unique 12-character entry code from any specially-marked package of Dempster's products (visit thinkbreadinstead.ca for complete list of participating products).

During your subsequent visits to thinkbreadinstead.ca, go to "Already Registered?" to login into Your Account and enter your email address and password. Register up to 12 unique 12-character entry codes from any specially-marked packages of Dempster's products (visit thinkbreadinstead.ca for complete list of participating products). If you are declared eligible for a Free Hamilton Beach® Toastation® II Toaster & Oven, click on the "Confirm" button in order to confirm your mailing address and phone number. Print your purchase order (or write your name, address and contact information on a sheet of paper) and include an \$18 CDN money order for shipping and handling payable to **TBI Free Toastation Offer**, and mail **all items** by prepaid mail (postage-due envelopes will not be accepted) to the address appearing at the end of these terms (consumers can also send all items by registered mail). Retain a copy of your CDN money order for verification purposes if required by Canada Bread in its sole discretion. **Do not include cash or cheques. For future validation, please keep stickers for each entry code registered.**

Each unique 12-character entry code may be registered only once. **Attempts to register an entry code more than once may jeopardize all entries.** Limit of one (1) Hamilton Beach® Toastation™ II Toaster & Oven per email address and per household.

There are 10,000 Free Hamilton Beach® Toastation® II Toaster & Ovens available for redemption and they are available on a first-come, first-served basis with registration of 12 unique 12-character entry codes.

Offer is open to Canadian residents who have reached the age of majority in their province or territory (no club, group or organization may participate) and the items will only be sent to a Canadian address. The TBI Free Toastation offer runs from December 28, 2009, at 2:00 p.m. (EST) and expires on February 12, 2010 (or while quantities last). Envelopes requesting redemption must be postmarked by the latest March 7, 2010. Envelopes postmarked after this date will be returned to sender unopened. Allow 8-10 weeks for delivery of product. **Do not send cash or cheques.**

When all of the 10,000 Free Toastation products offered have been awarded, consumers can take advantage of a special-offer price of \$30 (50% savings off the \$60

retail price (**limited quantity of 4,500 units**). You need to have registered at least 5 unique 12-character entry codes from any specially-marked packages of Dempster's products (visit thinkbreadinstead.ca for complete list of participating products). If you are declared eligible for the 50% Toastation offer, click on the "Confirm" button in order to confirm your mailing address and phone number. Print your purchase order (or write your name, address and contact information on a sheet of paper) and include a \$48 CDN money order (special offer at \$30 plus \$18 for shipping and handling) payable to **TBI 50% Toastation Offer**, and mail all items by prepaid mail (postage-due envelopes will not be accepted) to the address appearing at the end of these terms (consumers can also send all items by registered mail). Retain a copy of your CDN money order for verification purposes if required by Canada Bread in its sole discretion. **Do not include cash or cheques. For future validation, please keep stickers for each entry code registered.**

There are 4,500 Hamilton Beach® Toastation® II Toaster & Ovens available for redemption at the special-offer price of \$30 and they are available on a first-come, first-served basis with registration of 5 unique 12-character entry codes.

The TBI 50% Toastation offer starts when the Free Toastation offer ends (all 10,000 free products have been awarded), and expires on February 12, 2010. Envelopes requesting redemption must be postmarked by the latest March 7, 2010. Envelopes postmarked after this date will be returned to sender unopened. Allow 8-10 weeks for delivery of product. **Do not send cash or cheques.**

Each request made in respect of these promotions must be sent in its own separate envelope, each with required payment and entry form; failure to comply with this requirement will result in all redemption claims in that envelope being returned to sender. All required materials must be received in the same envelope. Canada Bread is not responsible for envelopes which are not received, illegible, incorrectly completed, incorrectly addressed, have improper or no postage, and/or lost or misdirected (whether in the mail or otherwise) no matter who is at fault and regardless of reason. Any requests received with incorrect information or missing CDN money order will be forfeited and will be returned to sender with no guarantee of product availability if re-submitted.

If for any reason whatsoever your CDN money order is returned to you, "the sender," with your request, as the sender (payer) you are able to cash your CDN money order at the location where your original purchase was made. Acceptable identification in relation to cashing the CDN money order transaction is required. Canada Bread is not responsible for refunding any cost, applicable fees or any other charges that you may have incurred in purchasing a CDN money order. Canada Bread Company, Limited and its representatives and agents accept no responsibility for the product after it has been delivered into the possession of Canada Post for shipment.

Canada Bread Company, Limited and its affiliates make no representations or warranties of any kind concerning the appearance, safety or performance of any prize, and prizes are awarded "as is" without any warranty obligations by them. Consumer bears all risk of loss or damages to or from prizes after delivery. All warranty claims are the obligation of the manufacturer.

Canada Bread Company, Limited and its affiliates shall not be held responsible for any accident, negligence, printing, administrative or other errors that may arise or occur in connection with this offer, including liability for any loss, injury, or damage of any kind. Except as expressly stated herein, Canada Bread Company, Limited and its affiliates disclaim all implied or statutory warranties whatsoever, including, without limitation, fitness for intended use and merchantability.

Canada Bread Company, Limited reserves the right in its absolute discretion to modify or withdraw this offer at any time, in whole or in part, without prior notification. Any orders in process at time offer is modified or withdrawn will be either completed or returned or modified at the discretion of Canada Bread Company, Limited.

Mail your completed order to:

Hamilton Beach® Toastation™ II Toaster & Oven Offer
P.O. Box 225
Head Office
Ste-Thérèse, Québec
J7E 4J2