

**“Wrap it up! Festive Flatbreads!” CONTEST RULES
 (“Official Rules”)**

1. The “**Wrap it up! Festive Flatbreads!**” Contest (“Contest”) is held by the Contest Sponsor (as defined below). It takes place in Ontario, the Western Provinces (British Columbia, Alberta, Manitoba, Saskatchewan), the Territories (NWT, Yukon, Nunavut), the Atlantic Provinces (Prince Edward Island, Nova Scotia, New Brunswick, Newfoundland and Labrador) and Quebec, from 10:00 a.m. [EST], November 26, 2009, until 11:59 p.m. [EST], December 30, 2009 (“Contest Duration”).

ELIGIBILITY

2. This Contest is open to residents of Ontario, the Western Provinces (British Columbia, Alberta, Manitoba, Saskatchewan), the Territories (NWT, Yukon, Nunavut), the Atlantic Provinces (Prince Edward Island, Nova Scotia, New Brunswick, Newfoundland and Labrador) and Quebec who have reached the age of majority in their respective province or territory. Employees, agents and representatives of Canada Bread Company Limited (“Contest Sponsor”) are excluded, as well as any parent or related company, their advertising and promotion agencies, suppliers of prizes, materials and services related to the Contest, as well as members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and all people with whom these employees, representatives and agents reside, whether related or not. The persons selected for a prize agree to sign a statement contained in the Standard Declaration and Release Form to this effect and as well must provide in such Form the name of their employer.

HOW TO ENTER

Methods of entry:

3. i) Go to thinkbreadinstead.ca and click on the “*Wrap it up! Festive Flatbreads!*” promotional banner. Select your region and click on “Submit.” **Limit: Maximum of one (1) entry per week, per person and per email address for the Contest Duration.**
- . ii) There is a no-purchase method of entering as set out in paragraph 5 of these Official Rules.

Participating Products

Ontario

Dempster's Original 7" Tortillas
Dempster's Whole Wheat 7" Tortillas
Dempster's Original 10" Tortillas
Dempster's Sun Dried Tomato 10" Tortillas
Dempster's 100% Whole Wheat 10" Tortillas
Dempster's Cheese 10" Tortillas
Dempster's Spinach 10" Tortillas
Dempster's Smart 7" Tortillas
Dempster's Whole Grains Ancient Grains 7" Tortillas
Dempster's Whole Grains Ancient Grains 10" Tortillas
Dempster's Indian Naan

Dempster's BodyWise 100% Whole Grain Tortillas

Western Provinces and Territories

Dempster's Original 7" Tortillas
Dempster's Whole Wheat 7" Tortillas
Dempster's Original 10" Tortillas
Dempster's Sun Dried Tomato 10" Tortillas
Dempster's Cheese 10" Tortillas
Dempster's Spinach 10" Tortillas
Dempster's Smart 7" Tortillas
Dempster's Whole Grains Ancient Grains 7" Tortillas
Dempster's Whole Grains Ancient Grains 10" Tortillas
Dempster's Indian Naan
Olafson's Ensenada Savoury Black Bean and Salsa Flour Tortillas (Burrito)
Olafson's Ensenada Savoury Veggie Flour Tortillas (Burrito)
Olafson's Ensenada Savoury Pesto Flour Tortillas (Burrito)
Olafson's Ensenada Savoury Sun Dried Tomato Flour Tortillas (Burrito)
Olafson's Rio Grande Grain Wheat Flour Tortillas (Burrito)
Olafson's Cozumel Classic Jalapeno Cheese Flour Tortillas (Burrito)
Olafson's Cozumel Classic Original Fajita Tortillas
Olafson's Cozumel Classic Original Flour Tortillas (Burrito)
Olafson's Rio Grande Grain Wheat Fajita Tortillas
Healthy Way Organic Grain Whole Wheat Tortillas (Sprouted)

Atlantic Provinces

Dempster's Original 7" Tortillas
Dempster's Whole Wheat 7" Tortillas
Dempster's Original 10" Tortillas
Dempster's Sun Dried Tomato 10" Tortillas
Dempster's Cheese 10" Tortillas
Dempster's Spinach 10" Tortillas
Dempster's 100% Whole Wheat 10" Tortillas
Ben's Smart 7" Tortillas
Dempster's Whole Grains Ancient Grains 7" Tortillas
Dempster's Whole Grains Ancient Grains 10" Tortillas
Dempster's Indian Naan
Dempster's BodyWise 100% Whole Grain Tortillas

Quebec

POM Original 7" Tortillas
POM 100% Whole Wheat 7" Tortillas
POM Original 10" Tortillas
POM Smart 7" Tortillas
POM Smart 10" Tortillas
Bon Matin 9 Grain Whole Grain 7" Tortillas

4. To enter the Contest, visit thinkbreadinstead.ca and click on the “*Wrap it up! Festive Flatbreads!*” promotional banner.

If this is your first visit, select your region and click on "Submit." On the Home Page, either click on “Vote for a recipe” or “Click here to vote.” First, select a recipe from the five (5) recipes displayed and click on "Vote for this recipe". Click on "Register for the first time" to create an account. Enter your contact information (first name, last name, complete mailing address, gender, date of birth and daytime telephone number) and enter the validation code exactly as shown. You must then enter your email address and select a password to be used during your subsequent visits as described more fully below. Enter a 12-digit UPC from any participating product and then click “Submit.” You will automatically receive one (1) chance for the weekly Prize draws.

During your subsequent visits to thinkbreadinstead.ca, select your region and click on "Submit." On the Home Page, either click on “Vote for a recipe” or “Click here to vote.” First, select a recipe from the five (5) recipes displayed and click on "Vote for this recipe.” Go to "Already registered?" and enter your email address and password and click "Submit.” Enter a 12-digit UPC from any participating product and then click “Submit.” You will automatically receive one (1) chance for the weekly Prize draws. **Limit: Maximum of one (1) entry per week, per person and per email address for the Contest Duration.** Failure to comply will result in automatic disqualification for the rest of the Contest. To be eligible, all online votes must be received no later than 11:59 p.m. [EST] on the Contest closing date, December 30, 2009.

5. No purchase required. By fax: You can enter the Contest without purchase by hand-writing a minimum 50-word letter explaining why you would like to win the prize offered. Be sure to include your name, full address and daytime telephone number. Fax your letter to 514-931-2721 and indicate “*Wrap it up! Festive Flatbreads!* Contest. We will send you a UPC from a participating product that allows you to enter your vote for one (1) chance to win in the weekly Prize draws while supplies last. Allow two weeks for the UPC to be mailed to you. For each additional eligible letter sent by fax, we will send you another UPC that allows you to enter your vote for one (1) chance to win in the weekly Prize draws. **A maximum of one (1) written request per person, per day and per mailing address is allowed. An entrant who sends more than one letter during the Contest must submit a different letter from those he or she has already sent (at least 25 words must be different). Failure to comply will result in automatic disqualification for the rest of the Contest.**

6. Accumulation: Voting entries are not cumulative from one week to another for the weekly Prize draws.

PRIZES

7. Five hundred (500) Prizes – each Prize consists of one (1) set of two (2) tortilla warmers, approximate retail value of \$20.

Prize description

One (1) 8 in. tortilla warmer dish with lid.
One (1) 10 in. tortilla warmer dish with lid.
Microwavable and dishwasher safe.

Limit of one (1) Prize per person, per email address and per household for the Contest Duration.

DRAWS

8. The Prize draws will take place at 1333 St-Jacques Street, Suite 202, Montreal, Quebec H3C 4K2, by an independent organization responsible for managing the draws. One hundred (100) eligible entries will be selected at random across all regions each week for five (5) weeks. For the purpose hereof a “Week” means the period from a Thursday to the next Wednesday, based on Eastern Standard Time [EST]

DRAW SCHEDULE

Week	Participation dates	Draw dates
1	From November 26, 2009, to December 2, 2009	2:00 p.m. [EST] on December 4, 2009
2	From December 3, 2009, to December 9, 2009	2:00 p.m. [EST] on December 11, 2009
3	From December 10, 2009, to December 16, 2009	2:00 p.m. [EST] on December 18, 2009
4	From December 17, 2009, to December 23, 2009	2:00 p.m. [EST] on January 5, 2010
5	From December 24, 2009, to December 30, 2009	2:00 p.m. [EST] on January 5, 2010

All Participation dates are based on EST.

11. The odds of winning a Prize will depend on the number of eligible voting entries received and registered each week.

12. ENTRANTS MUST KEEP EACH UPC, ALONG WITH THE PACKAGE, FOR LATER VALIDATION. AT ALL TIMES, THE CONTEST ORGANIZERS RESERVE THE RIGHT TO ASK THE SELECTED ENTRANT TO PROVIDE THE UPC AND THE PACKAGE, OR THE UPC SENT BY MAIL TO THOSE WHO ENTERED WITHOUT PURCHASE; FAILURE TO COMPLY COULD RESULT IN THE SELECTED ENTRANT'S DISQUALIFICATION.

CLAIMING OF PRIZES

13. In order to be declared a winner of a Prize, selected entrants must comply with the following mandatory conditions:

- i) They must be reached by the contest organizers within fifteen (15) business days following the draw.
- ii) They must complete and return (by fax or registered mail) the Standard Declaration and Release Form described in articles 18 and 19, within fifteen (15) business days of its receipt.
- iii) They must correctly answer the mathematical skill-testing question on the Standard Declaration and Release Form, without help and within the time limit.

Failure to comply with any one of the conditions described above will result in the selected entrant's automatic disqualification, and loss of their right to a prize, and the contest organizers will proceed with a new random draw until a winner is determined, without any liability to the selected entrant whatsoever. Selected entrants will be contacted by phone.

GENERAL CONDITIONS

14. The prizes will be delivered to the winners within six (6) to eight (8) weeks after the contest organizers have received their properly completed Standard Declaration and Release Form.

15. Entries are subject to verification by the contest organizers. At the contest organizer's discretion, verification may include a requirement to provide photo identification showing a valid address. All entries that are incomplete, fraudulent, illegible, in violation of the rules, or received after the Contest Duration will be automatically rejected and will not have a right to a prize. The decision of the Contest Sponsor is final and without appeal. The Contest Sponsor shall have no liability for errors in printing, production or distribution. All entries become the property of the Contest Sponsor and none will be returned.

16. Prizes are awarded "as is" without any representations or warranties from the Contest Sponsor. Prizes must be accepted as described in these Official Rules and cannot be transferred, substituted or exchanged, in whole or in part, for money, subject to the sole discretion of the Contest Sponsor. The Contest Sponsor reserves the right to replace any prize with a prize of equal or greater value, subject to the approval of the *Régie des alcools, des courses et des jeux du Québec*.

PERSONAL INFORMATION

17. By entering this Contest, entrants consent to the collection, use and disclosure of their personal information for the purposes of administering the Contest. By accepting a prize, winners consent to the collection, use and disclosure to the public 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 formats, 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 entrants by the Contest Sponsor, except if the entrant has otherwise authorized the Contest Sponsor, or its affiliated companies, when appropriate to do so. Personal information will not otherwise be used or disclosed without consent.

RELEASES

18. The selected entrants release and indemnify the Contest Sponsor, as well as its affiliates, advertising and promotional agencies, their partners, their employees, agents and representatives from all responsibility for any damage sustained as a result of the acceptance, and/or use (or non-acceptance or non-use) of their prize. In order to be declared winners, and prior to receiving their prize, the selected entrants agree to sign a Standard Declaration and Release Form to this effect.

19. The selected entrants acknowledge that, upon receipt of their prize, the execution of services related to their prize becomes the entire and exclusive responsibility of the prize supplier, and relevant guarantees will be the sole and exclusive responsibility of the manufacturers, suppliers, distributors or retailers. In order to be declared winners, and prior to receiving their prize, the selected entrants agree to sign a declaration to this effect, which will be included in the Standard Declaration and Release Form.

20. The contest organizers and Contest Sponsor are released from all responsibility related to 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. The contest organizers and Contest Sponsor are released from all responsibility for any damage or loss whatsoever that could be caused, directly or indirectly, in whole or in part, by downloading any software and by the transmission of any information required for entry in the Contest.

MISCELLANEOUS

21. For the purposes of these Official Rules, the entrant is, according to the registration procedure detailed in articles 4 and 5, the person whose name appears on the entry form. It is this said person who will be asked the mathematical skill-testing question and to whom the prize will be awarded if they are declared a winner.

22. No correspondence will be entered into except with the potential winners, unless entrants specify their consent to receiving news of the Contest and other Canada Bread Company Limited promotions and products. This Contest is subject to all applicable federal, provincial and municipal laws.

CAUTION: ANY ATTEMPT BY AN ENTRANT 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 CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

RIGHT TO TERMINATE

23. The Contest Sponsor reserves the right, at its sole discretion, to annul, terminate, extend or suspend this Contest, in whole or in part, in the event of a virus, software bug, unauthorized human intervention or any other cause beyond the control of the Contest Sponsor, which could corrupt or affect the administration, security, impartiality or normal running of this Contest, subject to the approval of the *Régie des alcools, des courses et des jeux du Québec* (the “*Régie*”).

QUEBEC RESIDENTS

24. For Quebec participants, 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 board only for the purpose of helping the parties reach a settlement.