



“The Perfect Match – Le Match Parfait” CONTEST RULES

(“Official Rules”)

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. “The Perfect Match!” Contest (the “Contest”) is sponsored by Bimbo Canada (the “Sponsor”).

The Contest consists of:

- (a) a draw for the Grand Prize which consists of (1) year of grocery awarded in gift cards with a value of \$10,000, plus an opportunity to receive up to an additional \$10,000 in gift cards for a total of up to \$ 20,000;
- (b) a series of daily Prize random draws, each with different entry deadlines as set out in Rule 5; consisting of one (1) of thirty (30) grocery gift cards of \$ 250 each. A total prize value of \$27,500.

The “Contest Period” begins January 14, 2021 at 12:00:01 am ET through February 25, 2021 at 11:59:59 pm ET. The Grand Prize draw will be made on February 26, 2021 at 10:00 am ET and the daily Prize draws will be made from January 28, 2021 to February 26, 2021 at 10:00 am ET. from all eligible entries received during the Contest Period.

2. ELIGIBILITY

The Contest is open to legal residents of Quebec, New Brunswick and Ontario who have reached the age of majority in their respective province.

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

INTERNET ACCESS REQUIRED

During the Contest Period, go to www.concourslematchparfait.ca (the “Contest Website”), and follow the on-screen instructions in the *Register* section to provide your email address, as well as

your first name, last name, address including apartment number, province of residence and telephone number. Limit of one (1) registration per person. Each person may only register once, and must use a unique email address to do so. Duplication may result in disqualification.

To obtain additional entries, the participant may:

A. **UPC Code** POM[®], Bon Matin[®], WW[®] or Sara Lee[®] Little Bites[™] UPC CODE: During the Contest Period, locate a ten (10)-digits UPC code consisting of numbers printed on the packages of POM[®], Bon Matin[®], WW[®] or Sara Lee[®] Little Bites[™] products, and follow the on-screen instructions on the Contest Website to enter the UPC CODE. You will need to enter the last five (5) digits in order to enter. The UPC CODES located on the packages are each worth two (2) entries to the subsequent Grand Prize and Daily Prizes random draws. The same UPC code can be entered only once per day by the same participant. **Limit** of twenty (20) different POM[®], Bon Matin[®], WW[®] or Sara Lee[®] Little Bites[™] UPC CODES per day, per person and per postal address and of eight hundred and sixty (860) POM[®], Bon Matin[®], WW[®] or Sara Lee[®] Little Bites[™] 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 Secondary Prize random draws and Grand Prize random draws. No purchase is required to obtain a PROMOTIONAL CODE. **Limit** of five (5) 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[®], Bon Matin[®], WW[®] or Sara Lee[®] Little Bites[™] UPC CODE without purchase, **hand write an essay** of 100 words (the “Essay”), explaining why you would like to win one of the Prizes. Include your name, email address and telephone number. Essays must be scan and email to the address concours@activemarketing.ca and indicate “**The perfect Match! Contest**”. The participant will then receive a UPC CODE by email that will allow the participant to enter the Contest by following the instructions above. The UPC CODE allows one (1) entry to the subsequent Grand Prize or Daily 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-five (25) requests during the Contest Period. No purchase requests must be received by email no later than February 19, 2021 at 11:59 pm ET. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest.

A FACEBOOK ACCOUNT IS REQUIRED AND LIKE THE POM[®] BREAD OR BON MATIN[®] OR SARA LEE[®] LITTLE BITES[™] FACEBOOK PAGE MIGHT BE ALSO REQUIRED TO GET SOME PROMOTIONAL CODES

(PROMO CODES).

Participating products subject to availability and while supplies last:

The UPC code of any POM®, Bon Matin®, WW® or Sara Lee® Little Bites™ brand products can be used to participate in the contest.

4. Bonus Entry Opportunity

There is four (4) ways to collect a bonus entry for the Contest.

- 1- Subscribe by Email:** When a registered participant subscribes to receive communications from one of Bimbo Canada's brands by email (information, contests and/or coupons), during the Contest Period they will automatically receive one (1) entry to the subsequent Grand Prize and Daily Prize 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.
- 2- By completing the contest website game:** When a participant completes the game available on the contest microsite, they receive one (1) entry in subsequent Grand Prize or Daily Prize draws. Limit of five (5) bonus entries for completing the game during the Contest Period.
- 3- Social Sharing –Facebook®:** When a participant has completed *The Perfect Match* game, they can share their *Perfect Match* with their friends through Facebook®. The registered participant will receive one (1) bonus entry for Facebook® social sharing in the Daily Prize draws, as well as the draw for the Grand Prize. To invite friends through Facebook®, the participant must have a valid Facebook® account. The participant must make sure that they have obtained the permission of their friends before sending the direct message, that such friends meet the eligibility requirements of this Contest, including without limitation, those related to age and residency. Note that for the purposes of this Contest, friends must be someone with whom the participant direct, voluntary, two-way communications, and with whom it is reasonable to believe there is a personal relationship taking into account relevant factors such as common interests, experiences, and frequency of communications. Limit of five (5) Social Sharing - Facebook® shares per person during the Contest Period.
- 4- Invite your Friends:** When a participant has completed *The Perfect Match* game, they can send an invitation to a maximum of five (5) different friends. The registered participant will receive one (1) bonus entry for each friend's invitation, up to a maximum of five (5) bonus entries in the Daily Prize draws, as well as the draw for the Grand Prize. Sponsor will not retain email addresses submitted, unless the parties invited to participate in the Contest otherwise consent. The participant must make sure that they have obtained the permission of their friends before sending an invitation and that such friends meet the eligibility requirements of this Contest, including without limitation, those related to age and residency. Email addresses of third parties submitted the Invite Your Friends method will be used only to ensure the proper conduct of the Contest and will not be otherwise retained by Sponsor. Note that for the purposes of this Contest, friends must be someone

with whom the participant direct, voluntary, two-way communications, and with whom it is reasonable to believe there is a personal relationship taking into account relevant factors such as common interests, experiences, and frequency of communications. Limit of five (5) Invite your Friends shares per person during the Contest Period.

5. DAILY PRIZES

The Daily Prize draws will be held between January 28, 2021 and February 26, 2021 from all eligible entries received during the Contest Period. Odds of winning depend on the number of valid entries received at the time of each random draw. Non-winning entries will be carried forward to subsequent random draws. There are thirty (30) Daily Prizes available to be won at the beginning of the Contest Period. The total number available to be won will diminish as the Prizes are awarded. Random Daily Prize draws will be held at 10:00 am ET at C.P. 22, succ. Place du Commerce in Brossard, Quebec, by Active Promo Marketing Inc., an independent organization responsible for managing the random draws, from all eligible entries received by 11:59:59 pm ET, the day preceding the random draw date.

Each Daily Prize consists of one grocery gift cards of \$250 each from IGA, Metro, Super C or Walmart. **Limit** of one (1) Daily Prize per email address per household for the Contest Period. See additional Prize conditions in Rule 7 below.

Daily Prizes	Value	Random draw dates	Entry deadlines	Number of Prizes
Grocery Gift Cards from IGA, Metro, Super C or Walmart <i>(Each winner will select only one choice of gift card among the choices offered on the Declaration and Release Form)</i>	\$250	January 28, 2021	January 27, 2021	1
	\$250	January 29, 2021	January 28, 2021	1
	\$250	January 30, 2021	January 29, 2021	1
	\$250	January 31, 2021	January 30, 2021	1
	\$250	February 1st, 2021	January 31, 2021	1
	\$250	February 2 nd , 2021	February 1, 2021	1
	\$250	February 3, 2021	February 2, 2021	1
	\$250	February 4, 2021	February 3, 2021	1
	\$250	February 5, 2021	February 4, 2021	1
	\$250	February 6, 2021	February 5, 2021	1
	\$250	February 7, 2021	February 6, 2021	1
	\$250	February 8, 2021	February 7, 2021	1

	\$250	February 9, 2021	February 8, 2021	1
	\$250	February 10, 2021	February 9, 2021	1
	\$250	February 11, 2021	February 10, 2021	1
	\$250	February 12, 2021	February 11, 2021	1
	\$250	February 13, 2021	February 12, 2021	1
	\$250	February 14, 2021	February 13, 2021	1
	\$250	February 15, 2021	February 14, 2021	1
	\$250	February 16, 2021	February 15, 2021	1
	\$250	February 17, 2021	February 16, 2021	1
	\$250	February 18, 2021	February 17, 2021	1
	\$250	February 19, 2021	February 18, 2021	1
	\$250	February 20, 2021	February 19, 2021	1
	\$250	February 21, 2021	February 20, 2021	1
	\$250	February 22, 2021	February 21, 2021	1
	\$250	February 23, 2021	February 22, 2021	1
	\$250	February 24, 2021	February 23, 2021	1
	\$250	February 25, 2021	February 24, 2021	1
	\$250	February 26, 2021	February 25, 2021	1

Before being declared a winner, the Contest Organizers will contact the selected entrant by email or by phone within ten (10) business days of the random draw and must satisfy the Prize Claim conditions in Rule 8 below.

6. GRAND PRIZE

The Grand Prize random draws will be held February 26, 2021 from all eligible entries received during the Contest Period. Odds depend on the number of valid entries received. There is one (1) Grand Prize available to be won at the outset of the Contest Period. Random draw 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 draw, from all eligible entries received by 11:59:59 pm ET the day preceding the random draw date.

There is one (1) Grand Prize to be won consisting of grocery gift cards with a total value of \$10,000 with an opportunity for the selected entrant to receive up to an additional \$10,000 in gift cards as

follows: The first valid UPC selected will result in a gift card with a value of \$10,000. For each additional valid UPC submitted by the entrant, \$1,000 is added to the total amount, up to a maximum of \$ 20,000. If the selected entrant did not submit additional valid entries, then the Grand Prize is a gift card with a value of \$10,000.

Before being declared a winner, the Contest Organizers will contact the selected entrant by email or by phone within ten (10) business days of the random draw and must satisfy the Prize Claim conditions in Rule 8 below.

See also the additional conditions associated with the price in rule 7 below.

Grand Prize	Value	Random Draw Date	Entry deadlines	Number of Prizes
Grocery Gift Cards from IGA, Metro, Super C or Walmart <i>(The winner will select only one choice of gift card among the choices offered on the Declaration and Release Form)</i>	\$10,000 to \$20,000	February 26, 2021	February 25, 2021	1

7. ADDITIONAL PRIZE CONDITIONS

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. Prizes will be delivered to verified winners only. Sponsor will not replace any lost or stolen Prizes.

8. CLAIMING OF PRIZES

In order to be declared the winner of a 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 ten (10) business days of being selected;
- ii. He or she must respond to notification of selection within seven (7) business days of first attempt by Sponsor or his agent;
- iii. He or she must complete and return (by email or fax) the Declaration and Release Form described above within seven (7) business days of its receipt; if the winner is a minor of thirteen (13) years old or older, the Declaration and Release Form must also be signed by a parent or legal tutor; The Declaration 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 their Prize;
- iv. He or she must correctly answer the mathematical skill-testing question on the Declaration and Release Form, without assistance of any kind (whether mechanical or otherwise).
- v. He or she must select only one choice of gift card among the choices offered of IGA, Metro, Super C or Walmart and a gift card of this gift card will be sent by mail.

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.

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.

The Sponsor reserves the right not to award any Prizes that remain unclaimed as of 10:00 am ET on March 31st, 2021.

9. CONTEST WEBSITE

The Contest Website, www.concourslematchparfait.ca is accessible via the following:

Windows: Edge, Google Chrome 60+, Mozilla Firefox 50+

OSX: Safari, Google Chrome 60+, Mozilla Firefox 50+

iOS: Safari

Android: Chrome

10. 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.

11. PERSONAL INFORMATION

By participating in this Contest, participants consent to the collection, use and disclosure personal information by the Sponsor for the purposes of Contest administration and Prize fulfilment. To the full extent permitted by law, winners 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 consent of the recipient or as otherwise permitted or required by law. For information about how the Sponsor manages your personal information, visit the Bimbo Canada website at: <https://www.bimboCanada.com/?privacy>.

12. 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.

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

13. 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.

14. This Contest is subject to all applicable federal, provincial and municipal laws. Entries generated by script, macro, robotic, programmed, or other automated means are prohibited and, at the sole discretion of the Sponsor, will be excluded.

15. 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 their Prize, or the cash value thereof.

16. 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.

17. 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.

18. 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.

19. SOCIAL MEDIA

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