

**THE WESTON BAKERIES LTD. "BRING HOME THE BREAD" CONTEST
OFFICIAL CONTEST RULES AND REGULATIONS ("RULES")**

NO PURCHASE NECESSARY. THIS CONTEST IS SUBJECT TO ALL APPLICABLE FEDERAL, PROVINCIAL/TERRITORIAL AND MUNICIPAL LAWS AND REGULATIONS AND IS VOID WHERE PROHIBITED BY LAW. PARTICIPATION IN THIS CONTEST CONSTITUTES FULL AND UNCONDITIONAL AGREEMENT WITH AND ACCEPTANCE OF THESE RULES.

1. CONTEST PERIOD:

The *Bring Home the Bread* Contest (the "**Contest**") begins on January 5th, 2018 at 12:00:01 a.m. Central Time ("**CT**") and ends on January 25th, 2018 at 11:59:59 p.m. CT (the "**Contest Period**").

2. ELIGIBILITY:

The Contest is only open to legal residents of British Columbia, Alberta, Saskatchewan, Manitoba, the Kenora District in Northwestern Ontario, or Yellowknife, NWT, who are age of majority or older in their province or territory of residence at the time of entry. Employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of Weston Bakeries Ltd. (the "**Sponsor**"), Co-op and Co-op Marketplace stores, Federated Co-operatives Limited, My Brother Darryl (the "**Administrator**") and each of their respective parent companies, governors, subsidiaries, affiliates, directors, officers, shareholders and agents (altogether the "**Released Parties**") are not eligible to enter. Any individual who meets the above-noted eligibility requirements will be referred to as an "**Eligible Entrant**".

3. HOW TO ENTER:

NO PURCHASE NECESSARY. There are two (2) ways to enter the Contest, as follows:

Purchase Entry: To enter, an Eligible Entrant must: (i) go to a participating Co-op or Co-op Marketplace Store in British Columbia, Alberta, Saskatchewan, Manitoba, the Kenora District in Northwestern Ontario, or Yellowknife, NWT (each, a "**Participating Store**") and purchase any participating Weston Bakeries Ltd. products (each, an "**Eligible Purchase**") from the Participating Store; (ii) go to www.cooppromotions.com (the "**Contest Website**") during the Contest Period and follow the on-screen instructions to complete the online registration form with all required information; and (iii) click the "Submit" button to complete registration ("**Purchase Entry**"). Purchase of qualifying products must be made and registration must be completed by Jan 25th, 2018 at 11:59:59 p.m. CT. Limit one (1) entry per person regardless of the email address, telephone numbers or addresses provided per day.

Please see **Schedule A** for a list of participating products ("**Participating Product(s)**").

No Purchase Entry: To obtain one (1) Entry without making an Eligible Purchase, an Eligible Entrant must hand print his/her name, complete mailing address, email address and telephone number on a plain piece of paper and mail it to Weston Bakeries Ltd. Bring Home the Bread Contest, c/o My Brother Darryl, 20440 Simcoe St, Seagrave, ON, L0C 1G0 ("**No Purchase Entry**"). Upon receipt of a No Purchase Entry in accordance with these Rules, the Eligible Entrant will be entered into the Contest. To be eligible, any No Purchase Entry submitted must: (i) be received separately in an envelope bearing sufficient postage (i.e. multiple Entries in the same envelope will be void); and (ii) be postmarked by January 25th, 2018 and received by no later than February 2nd, 2018. No mechanical reproductions permitted. Entries become the property of the Administrator and will not be acknowledged or returned.

Each Purchase Entry and No Purchase Entry is known as an **“Entry”** and collectively as **“Entries.”** The Sponsor takes no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late, destroyed incomplete or incompatible Entries (all of which are void).

4. ENTRY LIMIT:

Limit one (1) entry per person regardless of the email address, telephone numbers or addresses provided per day. If it is discovered by the Administrator (using any evidence or other information made available to or otherwise discovered by the Administrator) that any person has attempted to: (i) obtain an Entry (regardless of the method of entry) by any means other than as permitted in accordance with these Rules; and/or (ii) use multiple names or identities to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Administrator.

5. VERIFICATION:

All Entries and Eligible Purchases are subject to verification at any time and for any reason. The Administrator reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Administrator – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry, Eligible Purchase and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Administrator deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Administrator within the timeline specified by the Administrator may result in disqualification in the sole and absolute discretion of the Administrator. The sole determinant of the time for the purposes of this Contest will be the Administrator’s Official Clock.

6. THE PRIZE:

There are a total of sixteen (16) Prizes (each, a **“Prize”** and collectively the **“Prizes”**) available to be won as follows:

Grand Prize: There will be one (1) Grand Prize (the **“Grand Prize”**) available to be won consisting of \$5,000.00 CDN in CO-OP® gift cards.

Secondary Prizes: There will be fifteen (15) Secondary Prizes (each, a **“Secondary Prize”** and collectively the **“Secondary Prizes”**) available to be won, each consisting of a \$1,000.00 CDN CO-OP® gift card. Gift cards are subject to all of the terms and conditions of the issuer. There is a limit of one (1) Prize per person. Prizes must be accepted as awarded. Prizes may not be sold or converted to cash, are non-transferable and no substitutions are permitted. One Prize per winning entry; one Prize per household. The Contest Sponsor and Administrator reserve the right, in the event that a Prize cannot be awarded as described for any reason, to substitute another prize of equal or greater approximate retail value without liability.

The chances of being selected are dependent upon the total number of eligible entries received in accordance with these Rules.

7. WINNER SELECTION PROCESS:

On February 3rd, 2018 (the **“Draw Date”**), in Seagrave, ON, at approximately 10:00 a.m. CT, one (1) Eligible Entrant will be selected by random draw from among all eligible Entries

submitted and received in accordance with these Rules. The odds of winning depend on the number of eligible Entries submitted and received in accordance with these Rules.

8. WINNER NOTIFICATION PROCESS:

The Administrator or its designated representative will make a minimum of three (3) attempts to contact the selected Eligible Entrant within five (5) business days of the Draw Date. If the selected Eligible Entrant cannot be contacted within five (5) business days of the Draw Date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Administrator, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Administrator reserves the right, in its sole and absolute discretion, with time permitting, to randomly select an alternate Eligible Entrant from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected Eligible Entrant).

9. WINNER CONFIRMATION PROCESS:

BEFORE BEING DECLARED THE CONFIRMED PRIZE WINNER, the selected Eligible Entrant will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Administrator, be administered online, by email or other electronic means, by telephone, or in the Declaration and Liability Release with (where lawful) a Publicity release (the “**Release Form**”); and (b) sign and return, within ten (10) business days of notification, the Release Form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the Internet. Upon satisfaction of these conditions, the Eligible Entrant will be declared the winner of the Contest. If the selected Eligible Entrant: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents outlined above within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, with time permitting, to randomly select an alternate Eligible Entrant from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected Eligible Entrant).

10. GENERAL CONDITIONS:

By entering the Contest, entrants agree to abide by these Rules and the decisions of the Contest Sponsor or Administrator with respect to all aspects of the Contest, which are final. This Contest is subject to all applicable federal, provincial and municipal laws. To request a copy of these Rules, send a self-addressed, stamped envelope to CO-OP “Bring Home the Bread” Contest, 20440 Simcoe St, Seagrave, ON, L0C 1G0. All entries become the property of the Contest Administrator and none will be returned. By entering this Contest, entrants consent to the use of their name and address (city and province) by the Contest Sponsor and Administrator for publicity purposes and for purposes of administering this Contest.

The Contest Sponsor and Administrator reserve the right to disqualify any entrant in the event of fraudulent Contest entry or other violation of these Rules, as determined by the Contest

Sponsor or Administrator, in its sole and absolute discretion. Entry forms are subject to verification and are void if obtained illegitimately, or if altered, forged, tampered with or irregular in any way.

Subject to applicable law, the Contest Sponsor and Administrator reserve the right, in their sole discretion and for any reason, to cancel, terminate, modify the Rules or administration of the Contest or suspend this Contest in whole or in part without prior notice and with no obligation or liability. In the Contest Sponsor's and Administrator's sole discretion, a winner may be selected by randomly drawing from among all valid entries received up to the time of cancellation, termination or suspension.

By participating in the Contest, entrants agree to release and indemnify the Contest Sponsor, Federated Co-operatives Limited and any of their parents, subsidiaries, affiliates, member retail cooperatives, board members, agents, contractors, directors, officers and employees, including advertising and promotional agencies, and their respective directors, officers and employees (collectively, the "**Released Parties**") from any and all losses, expenses (including legal fees), damages and claims of any kind in connection with the Contest or resulting from the acceptance, possession or use of any prize, including without limitation any loss, personal injury, death, property damage, or claims based on publicity rights, defamation or invasion of privacy.

Under no circumstances will the Released Parties, or any of them, be responsible for any injuries, loss or damages of any kind (compensatory, direct, incidental, indirect, consequential or otherwise) with respect to or in any way arising from this Contest or the prize awarded. Without limiting the foregoing, the Released Parties will not be liable for: (i) any failure of any website or any platform during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any entry and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the Internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner; and/or (vi) any combination of the above. In no event shall the Contest Sponsor or Federated Co-operatives Limited be required to award more prizes than what is indicated in these Rules or award the prizes otherwise than in accordance with these Rules.

11. PRIVACY:

The Contest Sponsor and Federated Co-operatives Limited respect your right to privacy and will use your personal information only to conduct the Contest and for the purposes described in these Rules. If consent is actively and voluntarily given at the time of entry to provide you with the latest email offers and communications from Co-op, then Federated Co-operatives Limited will use your personal information for that purpose. Information collected is used solely to administer the Contest and is not sold, rented, or loaned to any third parties. No correspondence will be entered into except with selected entrants. Federated Co-operatives Limited will handle the entrant's personal information in accordance with its privacy policies and practices, which can be accessed on its website www.fcl.crs or by contacting the privacy officer for Federated Co-operatives Limited at privacy@fcl.crs; and in accordance with applicable laws. By completing and submitting a Contest entry form you consent to the collection use and disclosure of your personal information for the purposes stated herein. CO-OP® - Registered

trade-mark of TMC Distributing Ltd. All other trademarks are the property of their respective owners.

SCHEDULE A:

Participating WESTON BAKERIES LTD. Products:

Wonder™ White Texas 570g Bread, Wonder™ White bread 570g, Wonder White + Fibre 570g bread, Wonder™ White Sandwich bread 570g, Wonder 100% Whole Wheat Bread 570g, Wonder™ 100% Whole Wheat Fibre Bread, Wonder™ Hot Dog 12s, Wonder™ Hamburger 12s, Wonder™ 100% Whole Wheat Hot Dog 12s, Wonder™ 100% Whole Wheat Hamburger 12s, Wonder™ Ball Park Hot Dog 12s, Wonder™ Ball Park Hamburger 12s, Wonder™ Wraps 7", Wonder™ Wraps 10", D'Italiano® Thick Sliced Bread 675g, D'Italiano® Seed Bread 675g, D'Italiano® Whole Wheat Thick Sliced Bread, D'Italiano® Brizzolio Bread 600g, D'Italiano® Style Grains Bread, D'Italiano® Sasuage Bun 6s, D'Italiano® Crustini Bun 8s, D'Italiano® Whole Wheat Crustini Bun 8s, D'Italiano® Whole Wheat Sausage Bun 6s, D'Italiano® Brizzolio Bun 8s, D'Italiano® Brizzolio Dinner Bun 10s, D'Italiano® Brizzolio Sausage Bun 6s, D'Italiano® Brioche Hamburger Bun 4s, Country Harvest™ 12 Grain bread 675g, Country Harvest™ 7 Grain bread 675g, Country Harvest™ Sunflower Flax Bread 675g, Country Harvest™ Ancient Grains Bread 675g, CH Flax and Quinoa Bread 675g, Country Harvest™ Fibre Bread 675g, Country Harvest™ Protein Bread 675g, Country Harvest™ Farmer's Bread 600g, Country Harvest™ Seeds and Grains 600g, Country Harvest™ Stone Mill Whole Wheat Bread 675g, Country Harvest™ Cinnamon Raisin Whole Wheat Bread 675g, Country Harvest™ Rustic Bean Bread 600g, Country Harvest™ Original Bagel 6s, Country Harvest™ Everything Bagel 6s, Country Harvest™ 12 Grain Bagel 6s, Country Harvest™ Whole Wheat Sesame Bagel 6s, Country Harvest™ Cinnamon Raisin Bagel 6s, Country Harvest™ Seeds & Grains Bagel 6s, Country Harvest™ Bakes Apple and Cinnamon, Country Harvest™ Bakes Blueberry, Country Harvest™ Bakes Super Seedy