

SWEETEST BAKERY IN CANADA CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Sweetest Bakery in Canada Contest ("Promotion") is sponsored by Dawn Food Products, Inc. ("Sponsor") 3333 Sargent Road, Jackson, MI 49201, and is administered by Prize Logic, LLC, ("Administrator") 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

- 1. PROMOTION PERIOD:** The Promotion consists of three (3) phases as set forth in the chart below ("Promotion Phase"):

Promotion Phase	Start Date and Time	End Date (at 11:59:59 PM ET)
Registration Phase	March 1, 2018 at 12:00 AM ET	July 31, 2018
Voting Phase	April 2, 2018 at 12:00 AM ET	July 31, 2018
Winner Selection Phase	August 1, 2018 at 12:00 AM ET	August 18, 2018

The Administrator's computer is the official clock of the Promotion.

- 2. ELIGIBILITY:** The Promotion is offered only to legal residents of Canada, who are at least the age of majority in their province or territory of residence, who own a bakery in Canada at the time of entry. Owners of cannabis bakeries are not eligible to participate. Employees of Sponsor, Administrator, JTMega, IBI, Sponsor's promotional partners, and any of their parent and affiliate companies and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings and children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible. The Promotion is subject to all applicable federal, provincial, territorial, and local laws and regulations apply and is void where prohibited. Participation consists of entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. Each entrant may be required to furnish proof of identification and other proof of eligibility under these Official Rules.

3. HOW TO ENTER THE CONTEST:

- A. Registration Phase:** During the Registration Phase, eligible bakery owners who want to participate must visit www.sweetestbakeryincanada.com/register ("Website") and follow the links and instructions to register his/her bakery for the Contest and set up an appointment with a field representative. Each bakery can only register one (1) time during the Registration Phase. If a bakery owner received an e-mail invitation to participate and does not want to participate, he/she may opt-out of the e-mail invitation by March 9, 2018.

B. Voting Phase: During the Voting Phase, a person who is a legal resident of Canada and are at least eighteen (18) years old or older may vote for his/her favorite bakery by either (i) visiting a local registered bakery, filling out a ballot, and submitting the ballot into the ballot box; or (ii) visiting www.sweetestbakeryincanada.com and following the links and instructions to vote for his/her favorite bakery. Limit: Voters may vote one (1) time online per device and one (1) time in-store per calendar day during the Voting Phase.

Votes generated by script, BOT, macro or other automated means are void. Voting must be completed by the actual person casting the vote. A person may not vote on behalf of another person. Subsequent votes during one calendar day by a single voter or e-mail address will be disqualified. Votes intended to impact the integrity of the voting process as determined by Sponsor in Sponsor's sole discretion are void. Payment or other consideration in exchange for votes is prohibited.

If a voter votes from his/her wireless phone, the voter's wireless service provider may charge the voter. Voters should consult their wireless-service providers regarding their pricing plans. Message and data rates may apply.

4. WINNER SELECTION: During the Winner Selection Phase, all ballot votes must be sent to: IBI Data, c/o Julie Zilm Attn: Sweetest Bakery in Canada Contest, 27199 State Highway 56, Brownsdale, MN 55918. **All ballot votes must be post marked no later than August 1, 2018 and received by August 14, 2018 to be valid.** After August 16, 2018, Sponsor will tally up the combined in-store and online votes for each registered bakery to determine the potential winners. Following the voting criteria set forth in Section 3, the bakery that receives the most votes overall will be deemed the potential "Grand Prize National" winner, the bakery in the Eastern region of Canada (see chart below for list of regions) ("Eastern Region") that receives the most votes from all eligible and registered bakeries within the Eastern Region will be deemed the potential Eastern Region winner and the bakery in the Western region of Canada ("Western Region") that receives the most votes from all eligible and registered bakeries within the Western Region will be deemed the potential Western Region winner. There will be a total of three (3) potential winners. In the event of a tie for any prize, the Sponsor will do a random drawing from among the tied bakeries and the bakery selected will prevail.

Eastern Region	Western Region
Ontario	Manitoba
Quebec	Saskatchewan
New Brunswick	Alberta
Nova Scotia	British Columbia
Prince Edward Island	
Newfoundland	

Each winner is a potential winner pending verification of eligibility and compliance with the Official Rules. If a potential bakery is found to be ineligible or does not comply with these Official Rules, or otherwise does not accept his/her prize as awarded, he/she will be disqualified and the bakery with the next highest votes will be named a potential winner. Administrator's, and Sponsor's decisions shall be final and binding in all

matters pertaining to the selection of the winners. Sponsor reserves the right to not award a prize if, in its sole discretion, there is no registered bakery who receives a sufficient number of votes.

5. PRIZES AND APPROXIMATE RETAIL VALUE (“ARV”):

A. Grand Prize (1): The grand prize winner will receive a full page advertisement announcement in Bakers Journal, a celebration party for staff and customers, national and local public relations support, a \$2,000 CAD check to advertise the winning bakery, social and digital creative assets reflecting the win of being “voted Sweetest Bakery in Canada” title, and an award plaque for the bakery (“Grand Prize”) The approximate retail value (“ARV”) of the Grand Prize is \$10,000 CAD.

B. Eastern Region Prize (1): The Eastern Region prize winners will receive a celebration party for staff and customers (all details of the party will be determined by and provided by the Sponsor in its sole discretion), local public relations support, a \$500 CAD check to advertise the winning bakery, social and digital creative assets reflecting the win of being “voted Sweetest Bakery in Eastern Canada”, and an award plaque for the bakery (“Eastern Region Prize”). The ARV of each Eastern Region Prize is \$2,500 CAD.

C. Western Region Prize (1): The Western Region prize winners will receive a celebration party for staff and customers (all details of the party will be determined by and provided by the Sponsor in its sole discretion), local public relations support, a \$500 CAD check to advertise the winning bakery, social and digital creative assets reflecting the win of being “voted Sweetest Bakery in Western Canada”, and an award plaque for the bakery (“Western Region Prize”). The ARV of each Western Region Prize is \$2,500 CAD.

D. Total ARV of All Prizes: The total ARV of all prizes in the Contest is \$15,000 CAD.

E. General: Limit one (1) Prize per bakery. Non-cash portion of prizes cannot be redeemed for cash. No prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize (or portion thereof) of comparable or greater value. Prizes are awarded “as is” with no warranty or guarantee, either express or implied. Winners are responsible for all federal, province, and local taxes associated with acceptance and use of the prize. All prize details are at Sponsor’s sole discretion.

6. WINNER VERIFICATION: Potential winners will be notified in person by a representative of Sponsor and via e-mail by Sponsor or its authorized designee at the e-mail address provided at the time of entry on or around August 20, 2018 at or around 12:00 PM ET. Potential winners are subject to verification of eligibility and compliance with these Official Rules. Sponsor or Administrator will notify the potential winners via e-mail at the e-mail address used to register. Each potential winner will be required to correctly answer, unaided, a mathematical skill-testing question and sign and execute a Declaration of Eligibility/Liability/Publicity Release, (collectively, “Prize Claim Documents”) within five (5) days of prize notification. If a potential winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification or fails to correctly complete the skill-testing question, the potential winner

may be disqualified and an alternate winner may be selected. Upon verification of eligibility and compliance with these Official Rules, the winners will be contacted by Sponsor or Administrator to arrange fulfillment. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, the respective prize may be forfeited, and in the Sponsor's sole discretion, the forfeited prize may be awarded to an alternate winner, as determined by Sponsor in its sole discretion.

Administrator will attempt to notify each potential winner as set forth above, but Released Parties are not responsible for any undelivered e-mail messages that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder.

WINNERS WILL BE ISSUED A FORM T4A FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE PRIZE AND MUST SUBMIT HIS OR HER SOCIAL SECURITY OR SOCIAL INSURANCE NUMBER, AS APPROPRIATE, AS REQUIRED BY LAW. ALL FEDERAL, PROVINCIAL, TERRITORIAL, AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNERS.

- 7. LIMITATION OF LIABILITY:** By participating in this Promotion, entrants agree that Sponsor, Administrator, and each of their respective parents, affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents (collectively, "Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, delayed, garbled, postage due or undeliverable tweets posts, messages, e-mails or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Promotion; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a prize including any item redeemed therewith and/or any travel related thereto; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Released Parties are not responsible for any unanswered or undeliverable winner notifications.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion, including without limitation, in connection with any costume created, sold, distributed or otherwise used by the Released Parties regardless of whether such costumes is similar or identical to the costume contained in entrant's entry; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines,

penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion -related activity or element thereof, and the entrant's entries, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof (including any travel or activity related thereto)); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of the winners in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prize will be awarded according to Section 4 above.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

- 8. DISPUTES: THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.**

CONTESTANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY CONTESTANT AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

FOR RESIDENTS OF QUEBEC. 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.

9. **PRIVACY:** Sponsor's privacy policy is available <https://www.dawnfoods.com/privacy-notice>.
10. **PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a prize, each entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, user name(s), address (city and state/province), biographical information, photos (including, without limitation, profile photo(s)), picture, portrait, likeness, voice, and/or statements regarding the Promotion and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
11. **GENERAL:** Any attempted form of participation in this Promotion other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Promotion; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Promotion and void all associated entries. Any attempted form of participation in this Promotion other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple e-mail addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or the potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address associated with the social media account used to enter. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) OR OTHER**

REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the Prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

12. WINNERS LIST: To obtain a list of the names of the winners, mail a self-addressed, stamped business-sized envelope to: Sweetest Bakery in Canada Contest - Winners List Request, PO Box 251328 West Bloomfield, MI 48325. Winners List requests must be received by October 19, 2018.

© 2018 Dawn Food Products, Inc. All rights reserved.