

Promise Gluten Free Giveaway Contest (the "Contest") Contest Rules and Regulations (the "Contest Rules")

1. How to enter: The Contest begins at 9:00 a.m. Eastern Standard Time ("E.S.T.") on October 3, 2014 and ends at 11:59 p.m. E.S.T. on December 29, 2014 (the "Contest Closing Date"). **NO PURCHASE NECESSARY.** To participate in the Contest enter online using a valid Facebook account on a computer, mobile phone and/or other digital device with internet access by accessing the Promise Gluten Free Facebook page at the following internet address: <https://www.facebook.com/PromiseGlutenFree>. Once logged in, complete the online entry form in full, including your name, mailing address, telephone number and email address to be entered into the Grand Prize (as hereinafter defined). Users who share the contest and have completed the entry form in full will receive six (6) x \$2.00 off product coupons.

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. Any and all information is provided to Promise Gluten Free (the "Contest Sponsor") and not to Facebook except as governed by the terms of service of Facebook. If any entrant should have any questions, comments or complaints regarding the Contest they should contact Carol Robertson via email at: carolr@cfrservices.com

2. The Grand Prize: There will be one (1) Grand Prize to be won which consists of a One (1) year supply of Promise Gluten Free Bread in the amount of two (2) loaves each week for 52 weeks, valued at \$624.00 CDN. (the "Grand Prize")

3. Grand Prize Draw: A random draw for the Grand Prize will be held by an independent judging organization (the "Contest Judges") on January 6, 2015 at 10:00 a.m. E.S.T. (the "Grand Prize Draw"), in Pickering, Ontario from all eligible entries received on or before the Contest Closing Date. The odds of winning the Grand Prize depend on the number of entries received.

4. Grand Prize Winners: Only the selected entrant will be notified. If a selected entrant cannot be contacted within two (2) days of the Grand Prize Draw, an alternative entrant will be randomly selected. In order to win, the selected entrant must first correctly answer, unaided, a time-limited, mathematical skill-testing question to be administered by telephone at a mutually convenient time. The selected entrant will be required to sign a Declaration and Release Form confirming compliance with the Contest Rules, releasing the Contest Sponsor and its affiliated companies, their advertising and promotional agencies and the Contest Judges from any liability resulting from the awarding of the Grand Prize, and confirming acceptance of the Grand Prize awarded.

ELIGIBILITY

5. The Contest is open to all residents of Canada, excluding Quebec, who have reached the age of majority in the province or territory in which they reside and who are not an employee of or domiciled with an employee of the Contest Sponsor or its affiliated companies, their advertising and promotional agencies or the Contest Judges. By entering the Contest, all entrants agree to abide by the Contest Rules and the decisions of the Contest Judges, which are final.

GENERAL CONDITIONS

6. Any personal information submitted by entrants in connection with this Contest will be used by the Contest Sponsor and its authorized agents solely for the purpose of administering the Contest and fulfilling the Prizes. By accepting a Prize, the winner consents to the use of his/her name, address (city, province) and/or photograph, without further compensation or notice, in any publicity carried out in any media whatsoever by the Contest Sponsor, and/or its advertising and promotional agencies, in association with the Contest.

7. All entries become the property of the Contest Sponsor and will not be returned. Correspondence will only be entered into with the selected entrants. No responsibility will be accepted for lost, misdirected, late or incomplete entries, nor for electronic transmission errors whether as a result of technical, network, telephone equipment, computer hardware or software or any other cause that may result in inaccurate transmissions, omissions, interruptions, deletions, delay in operations or theft or destruction or unauthorized access to or alterations of entries, or for failure to receive entries on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the online entry forms are not capable of operating as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Contest Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Contest Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest (which may affect the odds of winning).

8. Any attempt to tamper with the entry process, interfere with the Contest Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, (collectively referred to as "Prohibited Acts"), is a violation of law. The Contest Sponsor reserves the right to seek damages and/or other relief from all persons responsible for such acts to the fullest extent permitted by law, which may include the Contest Sponsor banning or disqualifying entrants from this Contest and future contests. For further clarity, Prohibited Acts include, without limitation:

(i) The use of any automated equipment to participate in this Contest; and/or

(ii) Creating multiple accounts using multiple email addresses belonging to oneself and then using those accounts to increase one person's entries in the Contest. All additional accounts will be removed or disqualified.

9. The refusal by any selected entrant to accept any Prize releases and forever discharges the Contest Sponsor and its agents of all obligations related to the Prize, including delivery.

10. The Contest Sponsor reserves the right, at its sole discretion and without prior notice, to amend, cancel, close, suspend or reinstate this Contest at any time and for any reason whatsoever.