

THE “SCHNEIDERS READY BY GAME TIME CONTEST!” (the “Contest”)

THE CONTEST PERIOD, GENERAL CONTEST INFORMATION, AND DEFINITIONS

1. The Contest begins at 12:00:00 a.m., Eastern Standard Time (“**EST**”), on Monday February 8, 2010, and ends 11:59:59 p.m., Eastern Daylight Time (“**EDT**”) on Friday April 30, 2010 (the “**Contest Period**”).
2. In these Official Rules a) the term “**Sponsor**” means Maple Leaf Foods Inc. which is the sponsor of the Contest and the term Sponsor includes, where the context permits or requires, any representative or representatives of Maple Leaf Foods Inc., b) a potential winner of a Prize in the Contest is called a “**Potential Winner**” and, when that Eligible Person is verified as the winner of a Prize, is called the “**Prize Winner**” (see Rule 6 below), c) the term “**Entry**” means an electronic entry which is recorded by the Sponsor on behalf of an eligible person who enters the Contest in accordance with the provisions of Rule 5 below, d) the term “**the Website**” means www.discovertheflavour.com, e) the term “**ET**” refers to whichever of EST or EDT is applicable to a particular day during the Contest Period, and f) the term “**Day**” refers to the period 12:00:00 a.m. ET to 11:59:59 p.m. ET.
3. There is one (1) Prize available to be won in the Contest. The Sponsor will conduct a computerized, random selection (the “**Prize Draw**” – See rule 6 below) of one (1) Entry from all Entries the Sponsor receives during the Contest Period to identify the Potential Prize Winner.

ELIGIBILITY

No Purchase Is Necessary to Enter the Contest

4. The Contest is open to all residents of Canada who have reached the age of majority in their Province/Territory of residence by February 8, 2010, **except:**
 - 4.1. persons who are or become, at any time during the Contest Period, employees, directors, agents or representatives of the Sponsor, or of any of the Sponsor’s divisions, subsidiaries, affiliates, or advertising or promotional agencies, or of any supplier providing the whole or any part of the Prize which is available to be won in the Contest;
 - 4.2. any person engaged in the development, production or distribution of materials for the Contest; and
 - 4.3. any immediate family member (defined as step-, adoptive or natural mother, father, daughter, son, sister, brother or spouse) of any person

described in Rule 5.1 or Rule 5.2 and any person with whom any such immediate family member resides or is domiciled.

Any person to whom the Contest is open is referred to in these Official Rules as an “**eligible person**”.

IMPORTANT NOTE: An eligible person MUST have a valid UPC Code from a participating product, and a valid email address, in order to be able to enter the Contest.

HOW TO ENTER THE CONTEST AND CHANCES OF WINNING

NOTE: Minimum browser requirements to enter the Contest are: a) for PC users, Internet Explorer version 5.0 or Netscape Navigator version 4.7, Flash Player 7 plug in; OR b) for MAC users, OSX 10.2 and Internet Explorer version 5.0. JavaScript and all browser cookies must be enabled, Flash Player 7 plug in.

An eligible person may enter only one (1) UPC Code in any one Day during the Contest Period.

5. Subject to the provisions of these Official Rules, if you are an eligible person and have a valid UPC Code from a participating product, you must visit the Website to enter the Contest.
 - a) Enter the Website and then click on the “Enter Contest” button, and you will be taken to the community sign in page that will prompt you to sign in.
 - b) If you **are** a member of the Schneider’s community [see information regarding membership at the Website], proceed to enter the Website by entering your email address and password and click on the “Sign In” button. You then will be taken to a registration page for the Contest where you **must** review the Official Rules which you access clicking on the “Rules” button and then confirm that you have read, accept and agree to comply with the Official Rules by clicking in the box which follows the statement: “Check to confirm that you have read and accept the Official Rules”. If you do **not** accept and agree to comply with the Official Rules, you cannot proceed further in the Contest portion of the Website. If you **do** accept and agree to comply with the Official Rules, you will be able to proceed by clicking on the “Submit” button on the web page and you will then be taken to the “Enter your UPC Code” page which will prompt you to enter your UPC Code. **Remember, you may**

enter only one UPC Code per Day during the Contest Period. Once you have successfully entered your UPC Code one Entry into the Contest will be recorded on your behalf.

- c) If you are not a member of the Schnieders community [see information regarding membership at the Website], enter the Website and click the “Sign up now” button where you will be taken to the “Registration Page” where you must register by providing your full name, residential street address, daytime phone number, email address, date of birth, and gender. You also must review the Official Rules which you access by clicking on the “Rules” button and then confirm that you have read, accept and agree to comply with the Official Rules by clicking in the box which follows the statement: “Check to confirm that you have read and accept the Official Rules”. If you do not accept and agree to comply with the Official Rules, you cannot proceed further in the Contest portion of the Website. If you do accept and agree to comply with the Official Rules, you will be able to proceed by clicking on the Submit” button on the web page and you will then be taken to the “Enter your UPC Code” page which will prompt you to enter your UPC Code. **Remember, you may enter only one UPC Code per Day during the Contest Period.** Once you have successfully entered your UPC Code one Entry into the Contest will be recorded on your behalf.

CHANCES OF WINNING

6. The chances of winning the Prize will depend upon the number of Entries that are recorded during the Contest Period.

NOTE: In order to win the Prize, the Potential Winner must be an eligible person, must correctly answer a mathematical skill-testing question (the “skill-testing question”) without any mechanical, electronic or other assistance, and must have complied and continue to comply in full and in all respects with these Official Rules. The skill-testing question will be contained in the declaration and release form (the “Declaration and Release”) provided by the Sponsor and referred to in Rule 8 and elsewhere below.

SELECTION OF POTENTIAL PRIZE WINNER

Potential Winner Determination: On a day (the “**Selection Day**”) during the week commencing Monday, May 3, 2010, the Sponsor will conduct a computerized random selection of one (1) Entry (the “**Selected Entry**”) from all Entries recorded during the Contest Period in order to identify the Potential Winner. See Rule 8 below respecting the Sponsor’s informing the Potential Prize Winner that he/she is the Potential Winner and the requirements that person must fulfill in

order to be declared the Prize Winner. On the Selection Day, the Sponsor also will conduct a computerized random selection of five (5) additional Entries (each a "**Backup Selected Entry**") from all Entries recorded during the Contest Period. See Rule 10 below respecting the Sponsor's dealing, if necessary, with one or more Eligible Persons who submitted a Backup Selected Entry.

7. THE PRIZE

There is one (1) Prize available to be won in the Contest. The Prize consists of one (1) 52" Sony Bravia HDTV (Model KDL52XBR9), one (1) Sony Home Theatre A/V Receiver (Model STRDN1000), one (1) Sony BluRay Disc Player (Model BDPS760), and one (1) Sony Home Theatre Speaker Package (Model SAVS350H). The approximate retail value of the Prize is \$4,017.96 CDN.

Any cost or expense (including, without limitation, any applicable taxes) which is incurred by the Potential Winner, whether in claiming or attempting to claim or using the Prize, or any part or parts of the Prize, or otherwise, is the sole responsibility of the Potential Winner or the Prize Winner, as the case may be.

NOTIFICATION OF THE POTENTIAL WINNER

8. Commencing the fifth business day following the Selection Date, the Sponsor will attempt to inform the Potential Winner, by registered mail [sent to the address that was provided by the Potential Winner at the time and in connection with his/her submission of his/her selected Entry], as follows: that he/she is the Potential Winner of the Prize which will be specified in the mailing and that he/she must complete and sign the Declaration and Release. The Declaration and Release will be included with the mailing, will contain the required skill-testing question, has spaces for the Potential Winner to provide his/her full contact information (including the Potential Winner's first and last name, gender, date of birth, complete mailing address, city/town, Province/Territory, postal code, daytime and evening phone numbers including area codes, and e-mail address), and among other things, confirms the Potential Winner's acceptance of and compliance with these Official Rules, declares that the Potential Winner is an eligible person, releases the Sponsor and others including the Prize supplier from any liability for any loss or damage the Potential Winner may suffer by reason of the his/her receipt, use or misuse of the Prize in the terms of Rule 11 below, and grants the publicity consent in the terms of Rule 12 below.
9. When the Potential Winner receives the mailing described in Rule 8 above, he/she then must legibly complete in full, printed in ink, and sign, the Declaration and Release, including filling in his/her correct answer to the

skill-testing question which appears on the Declaration and Release.

The Potential Winner then must send to the Sponsor for verification [the Sponsor recommends using registered mail or courier], at the Potential Winner's expense and risk, for receipt by the Sponsor within the time limit specified in Rule 10 below, his/her submission consisting of a) a photocopy of a piece (or at the Potential Winner's option, pieces) of identification of the Potential Winner bearing the photo, complete legal name, residential address and age of the Potential Winner, and b) his/her original, fully completed and signed Declaration and Release (which must include his/her correct answer to the skill-testing question on the Declaration and Release), to the address which appears on the Declaration and Release.

In these Official Rules, the submission just described is referred to as the "**Game Materials**". The Sponsor strongly recommends that the Potential Winner make copies of the Game Materials before sending the original Game Materials to the Sponsor.

Note: The mailing, or the delivery into the hands of a courier service, of Game Materials does NOT constitute proof of actual delivery of the Game Materials to the Sponsor and does NOT constitute proof of receipt by the Sponsor of the Game Materials. It is strongly recommended that the Potential Winner, at his/her own cost, purchase postal or courier insurance, as applicable, for all Game Materials which he/she sends in accordance with the requirements contained in this paragraph,

10. TIME LIMIT FOR RETURNING PROPERLY COMPLETED DECLARATION AND RELEASE: IF, BY 5:00 P.M. EDT ON MAY 28TH, 2010, THE SPONSOR HAS NOT RECEIVED THE GAME MATERIALS FROM A POTENTIAL WINNER, INCLUDING WITHOUT LIMITATION THE ORIGINAL DECLARATION AND RELEASE PROPERLY COMPLETED, CONTAINING THE POTENTIAL WINNER'S CORRECT ANSWER TO THE SKILL-TESTING QUESTION, AND SIGNED, ALL IN ACCORDANCE WITH THE REQUIREMENTS SET OUT IN RULE 9 ABOVE, THAT POTENTIAL WINNER SHALL FORFEIT ALL RIGHTS TO THE PRIZE TO WHICH HE/SHE MAY OTHERWISE HAVE BEEN ENTITLED (AND WILL HAVE NO CLAIM AGAINST THE SPONSOR OR ANY OTHER PERSON IN RESPECT OF THE CONTEST OR IN RESPECT OF THE APPLICABLE PRIZE OR ANY OTHER MATTER RELATED TO THE CONTEST). IN SUCH EVENT, THE SPONSOR SHALL PROCEED TO ATTEMPT TO INFORM THE ELIGIBLE PERSON WHO SUBMITTED THE FIRST BACKUP SELECTED ENTRY WHICH WAS SELECTED ON THE SELECTION DAY, IN THE MANNER DESCRIBED IN RULES 8 AND 9 ABOVE. THE SPONSOR WILL CONTINUE THE DESCRIBED PROCESS, USING SUCCESSIVE BACKUP SELECTED ENTRIES, UNTIL A

POTENTIAL WINNER HAS BEEN IDENTIFIED AND HAS COMPLIED WITH THE REQUIREMENTS OF THESE OFFICIAL RULES IN RELATION TO QUALIFYING TO RECEIVE THE PRIZE. IF NO ELIGIBLE PERSON WHO SUBMITTED A SELECTED ENTRY OR A BACKUP SELECTED ENTRY SO QUALIFIES, THEN THE PRIZE WILL NOT BE AWARDED IN THE CONTEST.

IF THE MAILING BY THE SPONSOR TO A POTENTIAL WINNER DESCRIBED IN RULE 8 ABOVE IS RETURNED TO THE SPONSOR AS UNDELIVERABLE, OR IF THE POTENTIAL WINNER FOR ANY REASON DOES NOT COMPLY WITH THE PROVISIONS OF THESE OFFICIAL RULES INCLUDING, WITHOUT LIMITATION, THE ELIGIBILITY PROVISION, OR IF THE POTENTIAL WINNER FAILS TO ANSWER, OR INCORRECTLY ANSWERS, THE SKILL-TESTING QUESTION WHICH APPEARS IN THE DECLARATION AND RELEASE, THEN THE POTENTIAL WINNER INVOLVED SHALL FORFEIT ALL RIGHTS TO THE PRIZE TO WHICH HE/SHE MAY OTHERWISE HAVE BEEN ENTITLED (AND WILL HAVE NO CLAIM AGAINST THE SPONSOR OR ANY OTHER PERSON IN RESPECT OF THE CONTEST OR IN RESPECT OF THE APPLICABLE PRIZE OR ANY OTHER MATTER RELATED TO THE CONTEST), AND THE PROVISIONS SET OUT IN THE IMMEDIATELY PRECEDING PARAGRAPH OF THIS RULE 10 IN RESEPECT OF BACKUP SELECTED ENTRIES WILL APPLY.

11. By participating in the Contest, the Potential Winner releases and agrees to indemnify and hold harmless the Sponsor, its representatives, successors, assigns, licensees, franchisees, parent, affiliates, subsidiaries, local corporate advertising cooperatives, advertising and promotional agencies, and all of their respective directors, officers, employees, representatives, and agents (collectively, the "**Releasees**") from and against any and all liability for any and all costs, injuries, losses or damages of any kind, including, without limitation, death and injury and property loss or damage, due in whole or in part, directly or indirectly, to participation in the Contest, or arising out of participation in any Contest-related activity, or due or related to the receipt, use or misuse of the whole or any part of the applicable Prize. The Potential Winner waives the right to assert as a cost of winning the Prize any claim respecting liability and publicity which might arise from redeeming or seeking to redeem that Prize. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, ON THE PART OF THE SPONSOR, AND THE SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

12. By participating in the Contest, the Potential Winner agrees to the use (but

not the obligation to use) by the Releasees of his/her name, photograph, voice, and image along with (or without) his or her address (city and Province) and to the use (but not the obligation to use) by such persons or corporations of any statements made by or attributed to him/her in or in connection with the Contest, or the Prize, or both, in any and all media (including, without limitation, print, broadcast and Internet) now known or hereafter devised, in perpetuity in any language and throughout the universe for advertising, promotional or any other purposes as determined by the Sponsor, in its sole discretion, in connection with the Contest and in other promotions conducted by the Sponsor, or its affiliates, parent or subsidiaries, without further compensation, notice or approval, and hereby releases the Sponsor, and its respective successors, assigns, licensees, franchisees, parent, affiliates, subsidiaries, local corporate advertising cooperatives, advertising and promotion agencies, and each of their respective directors, officers, employees, representatives, and agents, from any claims or liability arising out of or with respect to such use, if any.

13. By participating in the Contest, the Potential Winner agrees to fully cooperate in, a confidential background check, if so required by the Sponsor in the Sponsor's sole discretion, to check to confirm eligibility and to help ensure that the use of the Potential Winner in advertising or publicity for the Contest will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Sponsor as determined by the Sponsor in its sole discretion. Without limiting the generality of the foregoing, the Sponsor may request a Potential Winner to provide his/her occupation, employment history and employer's name, in order to assist in verification of the Potential Winner's eligibility and agrees to comply promptly with any such request. **If the Prize Winner makes any false statement in any Game Materials or other document(s) related to the Contest, the Prize Winner may be required to promptly return to the Sponsor, upon demand, the Prize(s) or, at the Sponsor's option, the cash equivalent of the Prize(s) based on the approximate value published in these Official Rules.**
14. The Sponsor is not obliged to engage in any individual contact, or correspondence, with any person, except with the Potential Winner of the Prize.

GENERAL

15. All decisions of the Sponsor concerning any matter involved in the Contest are final, and all eligible persons who enter the Contest agree to abide by all of the instructions and decisions of the Sponsor. In the event of any dispute regarding the interpretation of any provision of these Official Rules, the decision or interpretation of the Sponsor in that regard shall be final and binding upon all persons who enter the Contest.

16. All Entries recorded in the Contest for any person become the sole property of the Sponsor, and are subject to verification by the Sponsor. Any Entry or Declaration and Release, which, for any reason, is incomplete, altered, or contains false or misleading information is invalid and the person who submits such Entry or Declaration and Release will be disqualified for the Prize in the Contest. Allow approximately 6-10 weeks following receipt by the Sponsor of the Game Materials for verification of the Game Materials and delivery of the Prize.
17. In the event of a dispute over the identity of the person who submitted an Entry, the Entry will be deemed to be submitted by the authorized account holder of the e-mail account through which the Entry was made. "**Authorized account holder**" is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The Potential Winner may be requested to provide the Sponsor with proof that the Potential Winner is the authorized account holder of the email address associated with the potentially winning Entry.
18. By entering the Contest, all persons consent to the collection, use and distribution of their personal information by the Sponsor for the purposes of running the Contest and distributing Prizes, and for the purposes described in the Sponsor's Privacy Policy, which is available on or through the Website. The "personal information" of a person is information that identifies that person as an individual, for example home telephone number, e-mail address and home address. The Sponsor will only use this personal information to inform those eligible persons who have expressly consented, of future contests and promotions offered by the Sponsor and product information concerning the Sponsor's products. This is outlined on the privacy policy at www.discovertheflavour.com.
19. Any action which, in the sole opinion of the Sponsor, represents an attempt a) to tamper with the Contest entry process, b) to interfere with the operation of the Contest, or with the enforcement or functioning of these Official Rules, c) to damage the Website or d) to undermine or corrupt the fair and proper administration, security or legitimate operation of the Contest, may be a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief from any and all persons responsible for any such actions or attempts to the fullest extent permitted by law, which may include banning or disqualifying persons from entering the Contest and any future contests conducted by the Sponsor.
20. The Sponsor assumes no responsibility for any Entry which is lost, stolen,

delayed, damaged; for any Entry or attempted Entry which is not correctly entered or recorded or which is not completely entered or recorded or which is misdirected for any reason whatsoever; for the failure to enter, or for the incorrect entry of UPC Codes, whether or not due to the fault of the Sponsor or of any other person or thing; and without limiting the generality of the foregoing, for any of the foregoing events whether or not due to the Website's being compromised by virus, bugs, unauthorized human or unauthorized non-human intervention, browser or network server malfunction, incompatibility, misconnection or miscommunication, failed or lost computer transmissions; for the failure, interruption or delay, for any reason whatever, of any mail or courier delivery or email or Entry or Game Materials or other communication to be received, delivered or sent in connection with the Contest; for any problem or problems with the functioning of the Website or any website or of any Website feature howsoever caused; for any malfunction of, or damage caused to, any telephone network or lines, computer equipment, data or software, online systems or servers or access providers; for any computer functionality lost due to not having cookies enabled; for any traffic congestion on the Internet or any web site, or any combination thereof; for the security or privacy of information transmitted via computer networks; or for any breaches of privacy due to interference by third party computer "hackers", or other similar technical problems or malfunctions, whether or not beyond the reasonable control of the Sponsor, (collectively, the "**technical problems**"); and, for any internet charges or costs incurred by any person.

Subject to obtaining any requisite governmental approval, the Sponsor, reserves the right, in its sole discretion and without prior notice, to cancel, modify, amend, suspend, reinstate or terminate this Contest with no obligation or liability, subject to applicable law and in its sole discretion, in the event that a virus, bug or any other cause or any nature which is beyond the reasonable control of the Sponsor adversely affects the security or proper administration of the Contest, or in the event that any technical problems or other problems prevent the fair or proper administration of the Contest. The Sponsor will have no liability whatsoever if, for any reason, the Contest is not capable of running as planned due to technical problems, including without limitation due to computer virus, bugs, unauthorized tampering, unauthorized intervention, fraud, technical failures, or any other causes. The Sponsor shall not be held responsible for any cost, loss, expense or damage, however caused and whether arising by reason or negligence or otherwise, which may arise or occur in connection with the Contest including without limitation any injury or damage to an eligible person's or any other person's computer equipment, system, software or any combination thereof, as a result of participation in the Contest or related to or resulting from any material related to this promotion, or any other matter, occurrence, act or omission arising in respect of the Contest. Subject to the provisions of these Official Rules, only the number of Prizes

described in Rule 7 above will be available to be awarded in this Contest and in no event shall more than that number be awarded.

21. The Prize is not transferable, and must be accepted as awarded by the Sponsor. Sponsor may substitute for the Prize a prize of equal or greater value at its sole discretion without notice. Any refusal by the Prize Winner to accept the Prize, as awarded, and in its entirety, hereby releases and forever discharges the Sponsor and its agents and representatives from all obligations to the Prize Winner, related to the Prize, including delivery of same and the Prize will not be awarded in the Contest.
22. The Sponsor and its agents are not responsible for printing, distribution or production errors in or related in any way to the Contest. Subject to obtaining any required governmental approval, the Sponsor reserves the right, in its sole discretion and without prior notice, to amend, cancel, close, suspend or reinstate the whole or any part of the Contest at any time, for any reason whatsoever, without liability or notice
23. The Contest is void where prohibited by law and is subject to all applicable federal, Provincial and municipal laws and regulations.
24. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations as between eligible persons and the Sponsor in connection with the Contest shall be governed by and construed and interpreted in accordance with the internal laws of the Province of Ontario, Canada, including the procedural provisions of those laws, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. All eligible persons, the Sponsor, and all other parties hereby attorn to the jurisdiction of the courts of that Province, sitting in the City of Toronto, Ontario, in respect of the determination of any matter or dispute arising under or in respect of the Contest or these Official Rules and agree that any such determination shall be brought solely and exclusively before such courts in the Province of Ontario.
25. For residents of the Province of Quebec, any litigation respecting the conduct or organization of this Contest may be submitted to the Régie des alcools, des courses et des jeux (the "**Régie**") 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.